



BY

RANDY NARCISO

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ABOUT THE AUTHOR

My name is Randy Narciso and I am the creator of Fight ON! Mentality, a new mindset derived from three of the most proven mental philosophies including **Mindfulness, The Growth Mindset, and The Mamba Mentality.**



I hear so many coaches telling their players to “Get your mind in the game,” “You have to be mentally strong,” “Just relax and play your game.” Unfortunately, coaches just tell their players what to do but don’t teach them how to do it. Young players don’t know how to overcome challenges, have an unbreakable mindset, or use their mental strength as a weapon. In this book, I provide an overview of developing the Fight ON! Mentality. I teach you what the 3-Pillars are and how to use the 7-Principles in your daily lives.

My "ahah moment" came to me at the end of 2019, while I was the Product Innovation Engineer at a nationwide Charter School. At that time, I worked on a special project with the Kobe Bryant Foundation and at-risk students in an attempt to create an official summer educational curriculum based on the Mamba Mentality. Although the project didn't get approved, I learned the importance of mental training, mental toughness, and mental performance. In my current job position as a Senior Product Manager I manage a software product that uses Artificial Intelligence (AI) to identify

students who may be contemplating suicide. I clearly see and acknowledge how important mental toughness is in life and everyone should train their minds to develop mental toughness.

Now as a LIFE COACH, I want to teach athletes, coaches, business people, youths, teenagers, and parents how to be successful in their lives by using their mental mindset as a secret weapon. That is why I wrote this book to help as many people develop an unbreakable mindset.

In this book, you will learn how to:

- integrate Mindfulness into you daily activities
- practice a Growth Mindset instead of a fixed one
- apply the Mamba Mentality in your life
- be successful in everything you do
- always perform at a high level in life
- use mental toughness as a secret weapon
- separate yourself from all of your peers
- train and develop your mind and brain

I originally planned to launch the Fight ON! Mentality e-book and online training program in early 2021 but due to the Coronavirus pandemic, I applied more resources to launch the platform sooner than later and help people during this stressful time.

I have over 25 years of professional business experience with multiple senior level positions in product management, strategic marketing, operations, engineering, and sales at startup, small/medium businesses, and Fortune 500 companies including IBM, Verizon, Brocade Communications, QLogic Corporation, Troika Networks, NDHS, and GoGuardian. I've successfully

developed, managed, and owned multi-million dollar products and services and launched some of my own mobile apps, businesses, and ventures (www.tapstats.net, www.tapreels.net, www.dripdrops.info, www.360Shooter.net). I hold a Master's degree in Business Administration (MBA) with a concentration on Global Marketing and a Bachelor's degree in Electrical Engineering (BSEE) both from the University of Southern California (USC). I've been able to accomplish my business goals and succeed in all of my business endeavors because of my strong and unbreakable mental mindset, being able to face challenges head on, and always having a positive attitude.

Educational Degrees and Professional Certifications:



I also have nearly 10 years of youth basketball coaching experience, as the Co-Founder of SoCal Hoops Basketball Academy (www.SoCalHoops.org). I've trained several hundred athletes and developed their skills, physical attributes, and game performances using comprehensive and structured training programs. I also launched exclusive team skills and performance training programs with local high school teams including Granada Hills Charter HS (www.TheCombineBasketballProgram.com), DeToledo HS, and St. Genevieve HS. I've helped many athletes succeed on the court because of their unbreakable mental mindset, many of them overcoming challenges and performing beyond their potential.

Coaching Certifications:



My goal is to take everything I've learned in the business world over the past 25 years and combine it with my 10 years of coaching experience and offer a comprehensive, integrated, and research based approach to developing an unbreakable mindset. I've worked closely with several mental psychologists and educational instructors and created a technology based platform that is engaging, interactive, inspirational, and motivational that is easy to use on a daily basis. I've written this book and developed the Fight ON! Mentality curriculum with my partner, Dr. Shaliese Collier.

Dr. Collier is an experienced Health and Performance Coach with particular expertise in brain-behavior relationships. Dr. Collier received her Ph.D. in Clinical Psychology from the California School of Professional Psychology before completing her residency in Neuropsychology. Dr. Collier's coaching philosophy emphasizes skill-power, not will-power, as the key to achieving wellness and adopting healthier habits. As a results-driven practitioner, Dr. Collier utilizes research-proven techniques and tangible tools to help clients achieve meaningful goals and optimize emotional and behavioral health.

BOOK DEDICATION



I dedicate this book to my two boys, Reid and Logan Narciso. As their father, I hope they understand the value of mental training, mental toughness, and mental performance and apply the Fight ON! Mentality in their lives. With an unbreakable mindset, I believe they can accomplish anything they set their mind to. I know that both of them want to become medical doctors just like their grandma and if they can learn and apply the 3-pillars and 7-principles of the Fight ON! Mentality, they will be successful in achieving their personal and professional goals.

Over the past 25 years in business, I learned a lot of key lessons that can be applied in a sports environment. I want to take these lessons and teach them to all youths so they can be better prepared in their lives ahead. For example, I fully understand the importance of 1) setting clear and measurable goals, 2) owning your mistakes, 3) learning from your successes and failures and continue to improve, 4) preparing extensively, and 5) knowing critical details by asking questions. These business lessons have helped me become successful in any product, service, or project that I managed in my business career.

Similarly, over the past 10 years in coaching, I also learned a lot of key lessons that are just as important in business such as 1) keep things simple, 2) leverage your strengths, 3) talk and communicate often, 4) give love and support, and 5) visualize success over and over. I've seen players and coaches apply these lessons with lots of success and results.

I've combined my 35+ years of experience in both business and coaching and developed an online mental training program that is engaging, interactive, and research based. I've seen many business projects and products fail. I've seen many succeed as well. I've seen many players and teams fail and succeed on the court. I want to share the knowledge I have gained both in business and sports to as many people as possible so they can reach success at all levels, both on and off the court.

I hope you join me in this journey as I firmly believe that mental training develops mental toughness that allows individuals to achieve peak mental performance. After reading this book, I expect you to **TURN ON** your **MENTAL GAME!**

- Randy Narciso, Founder and Creator of Fight ON! Mentality

MEET TROY



Meet Troy, he's the talented youngster who will walk you through the Fight ON! Mentality 3-pillars and 7-principles and show you how to apply the mindset in your life. You can spend HOURS and HOURS in the gym improving your skills and physical abilities, but skill and physical development alone isn't enough to reach your FULL POTENTIAL and allow you to always perform at peak levels.

What's the primary difference between athlete #1 who consistently performs at a peak level (with 100% confidence regardless of the pressure) in critical game situations and athlete #2 who always seems to fall apart during big time game situations?

The **ANSWER** is **MENTAL TOUGHNESS**. Both players may have put in the same amount of work in developing their skills and physical abilities, but only one has **MASTERED** the game of mental training, mental toughness, and mental performance. Join Fight ON! Mentality today and **TURN ON!** your mental game.

INTRODUCTION



FIGHT ON! MENTALITY

Fight ON! Mentality is a new mindset derived from three of the most proven mental philosophies including **Mindfulness, The Growth Mindset, and The Mamba Mentality**. We've blended the most effective principles to form a powerful mentality that is easy to learn, practice, and implement in your everyday life. The Fight ON! Mentality is a **RESEARCH BASED** and **SCIENCE BACKED** approach that can be applied in any setting, whether it be sports, professional, or personal. Our approach in teaching the Fight ON Mentality is very different from other mindsets and mental programs, as we integrate emerging technologies with micro-based learning to deliver content that is engaging, interactive, and inspirational. Our learning platform provides the fastest and most effective methods to change our mindset into a weapon of strength.

“Fight On” in its simplest term means to keep pushing forward even in the face of adversity. An underlying meaning is to also get better each day by learning from the things you did yesterday and do things today that will improve your tomorrow. Whether you are in a sporting competition, a business environment, personal dilemma, or wherever else you may find adversity, it is important to remember to keep going and Fight ON! With the Fight ON! Mentality, you prepare your mindset and fully understand that mental training develops mental toughness to allow individuals to achieve peak mental performance. You have 100% confidence in your abilities and know that you will persevere as you triumph over whatever lies in your way.

We developed the Fight ON! Mentality to give everyone in the world (not just coaches and athletes), a well-structured learning platform that is results oriented. We teach mental philosophies that are research based, scientifically proven, and pedagogy centered. Teams, companies, and individuals across the country are using the Fight ON! Mentality and reporting better practices, increased motivation, improved confidence, greater resiliency, and decreased stress. Learn the Fight ON! Mentality mindset; the mental exercises, routines, and beliefs that over-achievers need to consistently perform their best and achieve long-term success. We can’t wait to hear your success story with the Fight ON! Mentality.

Fight ON!

3 – PILLARS OF THE FIGHT ON! MENTALITY



Everything we teach, share, and discuss in our book and online learning management platform is based on the **3-Pillars** of the Fight ON! Mentality including **Mindfulness, The Growth Mindset, and The Mamba Mentality**; with the **7-Principles** of the program Be Fearless, I Am Possible, the Growth, Habits of Success, Mental Toughness, Be Obsessive, and Focus on the Now. Randy Narciso developed the mental training program through all of his successes (as well as failures) he experienced in his 25+ years in business and 10+ years in coaching. Understand the 3-pillars and use it as the foundation of developing your mental mindset.

Pillar #1 – Mindfulness.



Mindfulness can be described as the practice of paying attention in the present moment, and doing it intentionally and with non-judgment. Mindfulness meditation practices refer to the deliberate acts of regulating attention through the observation of thoughts, emotions and body states. Simply put, it's being 100% completely aware and engaged in the moment.

Mindfulness Techniques for Peace of Mind

In this world of chaos, our minds are constantly in a race with scattered thoughts and emotions that leave us all stressed out and anxious. We find it hard to find time for ourselves to sit and relax let alone do a 30 minutes of exercise. What does this say about mental mindset? Do you think you can succeed without focusing on your mental health?

No matter what occupation you possess, whether you are an athlete who is supposed to practice day and night to get ahead, or a businessman who is so busy and trapped in multiple meetings that he can hardly relax, or you are a parent who is completely indulged in the upbringing of the children forgetting about their mental health.

No matter who you are, you deserve to have peace of mind and that is where mindfulness comes in. You can bring peace and satisfaction in your life by just practicing mindfulness principles that don't take a lot of time..

Why is Mindfulness Important?

Mindfulness is all about being present in the moment. When you are well-aware of your surroundings, you know what you are doing, you will be better with dealing with adversity. You will be able to sort out the difficult thoughts and find a solution easily. It is all about developing a fully conscious mind-set that allows you to be free of the limitations, and be fully present at the moment to appreciate and understand everything you have.

Useful Mindfulness Exercises

Here are some of the easiest mindfulness exercises that you can do anywhere anytime, and you will observe a big change indeed.

- **Mindful Breathing**

You can do this anywhere anytime, you just have to be still for a moment and focus on your breath. Breathe in and out slowly, feel your breath, and let go of all thoughts for the moment. Focus on the sense of awareness and let the fresh air enter your body.

- **Mindful listening**

The idea is to listen to music or things that you have associated with past events. Only this time, you will listen to that with the present awareness that is not polluted by any past preconception. Put on your headphones, choose a good song, and listen to it while focusing on the lyrics, instruments being used, and the sound of it.

- **Mindful Eating**

Do you have this habit of eating with one hand and scrolling down the phone from another? Well, let's change that. No matter how good you eat, you won't benefit from it unless you eat it with your mind present. Don't multi-task when you are eating something. Be present with your food and be aware of what is going inside your body.

- **Mindful Interactions**

It might be your daily routine to interact with your boss, coach, partner, or kids. Use the same interactions to be mindful at the moment. Be when you talking to them, put your phone aside, give them the full attention, and listen to them when they are talking.

Using these mindfulness techniques will make your life more relaxed and peaceful. You don't have to take out time to do these things. Just be in the present moment, whenever you are doing anything, and you are good to go.

Mindfulness is a critical part of the Fight ON! Mentality, serving as one of the three foundational pillars, along with The Mamba Mentality and The Growth Mindset.

Pillar #2 – Growth Mindset.



Research shows that **SPORTS** are **90% MENTAL**, but the majority of athletes don't work on their mental game. That's one of the biggest problems in achieving peak performance day in and day out.

You are probably wondering why so many athletes and coaches spend so little time in developing their mental game. The main reason is there are not a lot of **WELL STRUCTURED PROGRAMS** to help coaches and athletes. Instead, coaches and athletes spend most of their time developing their skills and physical abilities and not enough time on their mental game.

The majority of people believe that they have a "FIXED" mindset and believe their qualities are fixed traits and therefore cannot change. These people document their intelligence and talents rather than working to develop and improve them. They also believe

THAT TALENT ALONE LEADS TO SUCCESS, and EFFORT IS NOT REQUIRED.

A fixed mindset will never allow athletes to truly realize the level of success they are capable of. They will never reach their full potential and perform at peak levels.

But there is good news...everyone can change their mindsets. Fight ON! Mentality can help! Turn ON! your game mentality today.

In a **Growth Mindset**, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment.” (Dweck, 2015)

What is the Growth Mindset?

The reality is having a fixed mindset fills you up with limitations and no forward approach. Whereas the growth mindset is the belief that our abilities and skills can be developed through hard work and dedication. It is a simple practical belief that if we don't put in some effort, we would be stuck at where we are right now.

If you are an athlete, you are never perfect, there is always room to learn more strategies and skills. In the same way, if you are a business person, you would always learn new things in every meeting you conduct if you allow yourself. It is all about accepting that there is always room for improvement. Not only from the sports or business point of view but personally the growth mindset will benefit you in every aspect of your life.

If you don't allow yourself to accept the possibility of betterment, it is time you do that. Your personal and professional life will change a lot once you change the way you think about your skills.

Here is how you can develop a growth mindset:

- **Embrace the imperfections**

Not in others, but accept the failures and imperfections in yourself. You won't get anything by criticizing others and portraying yourself as perfect. It will just make you stuck at a point. Embrace what you are and look forward to improving it.

- **Pay attention to your words**

If you are arrogant, rigid, and your communication reflects this, it is time to change it. Focus on what you have been saying lately, about yourself and the others. If your communication is dark and shallow, the results will also be the same. Focus on the words and become your guide towards better conversations.

- **Have a purpose**

Do you have any purpose in your life? Purpose and passion are things that drive a person's actions and thoughts. If you are passionate about something, you would do anything to make yourself able to achieve it. So, cultivate a purpose and plan your steps towards it.

- **Be realistic**

You won't learn a new skill, a new language, a new play in days. It takes time and you need to accept that. You can't just let yourself

become the perfectionist and try to master everything you come across in a day or two. It won't work like that.

- **Stop seeking approval from others**

You are not what others say you are. This is the first step towards building insight. You ought to stop seeking approval from others and explore the real you regardless of what their opinions are. You know your strengths and weaknesses, and you have accepted them. You don't need others to like you to move forward in your life. Be who you are and it will be a great step towards a growth mindset.

Developing a growth mindset might take time and effort, but you will see marvelous changes in your life once you take a step towards it. You have to allow yourself to think out of the box to succeed in every aspect of life.

The Growth Mindset is a critical part of the Fight ON! Mentality, serving as one of the three foundational pillars, along with The Mamba Mentality and Mindfulness.

SELF-REFLECTION QUESTIONS (write your answers below)

1. When Was The Last Time You Demonstrated The Growth Mindset, Believing Your Can Improve Your Abilities Via Hard Work And Dedication?
2. With The Growth Mindset, You Have To Be Open To Making Mistakes. When Was The Last Time You Made A Mistake And Approached It With A Growth Mindset?
3. What Is One Skill Or Ability You Want To Work On, While Using The Growth Mindset?

Pillar #3 – Mamba Mentality.



The main difference between **ELITE ATHLETES** and normal ones is their **MENTAL GAME**. All athletes want to find a way to gain an edge but only a few spend time in developing their mental game.

An athlete's mental toughness is what determines whether or not he can **STEP UP** to the challenge or **SHY AWAY** from it. Everyone has a natural in-born physiological reaction that occurs in response to a perceived harmful event, attack, or threat to survival, called the **FIGHT** or **FLIGHT** response.

It's mental performance that's responsible for developing the habits and routines needed for consistent peak performance, every minute, every hour, every day and in every high pressure game situations.

With Fight ON! Mentality, we teach everyone how to develop their mental mindset into to an unbreakable level to withstand the UPS and DOWNS of high level competition.

“**Mamba Mentality** is all about focusing on the process and trusting in the hard work when it matters most,” said Kobe Bryant. "It means just trying to get better every day. It's the simplest form of just trying to get better at whatever you're doing." The 5 pillars of the Mamba Mentality include passion, obsession, relentless, resilience, and fearless.

The late, great Kobe Bryant created the Mamba Mentality. In his auto documentary, he discussed how he created the Black Mamba mentality while going through significant struggles on and off the court (Bryant). The irony with the Black Mamba mentality is that by the age of 6 Kobe was already practicing pillars of the Mamba Mentality; he just didn't have a name for it until 2003. Let's think about that for a moment, he was 6 years old, a little boy. This is great information for the skeptics out there. Furthermore, some of you have been practicing the beliefs associated with the Black Mamba mentality as well and you may not even know it.

There are five principles that define the Mamba Mentality (Bullard, 2017). They are listed below:

1. Be Passionate
2. Be Obsessive
3. Be Relentless
4. Be Resilient
5. Be Fearless

Be Passionate

Kobe Bryant advises parents to encourage kids to find their passion, by exposing them to different things. “If they have that passion, they will go off and do it” (Bryant, 2017). This not only applies to kids but also young adults and adults as well. Try new things, if you’re in school try different courses. Your parents may have struggled in math, but you may have a totally different experience in it and you could end up tutoring people in math. If you’re in college, try taking acting courses, you may be a natural. There are athletes who grew up playing basketball and switch to football during their sophomore year of high school. Ironically, they go on to earn a full scholarship in the new sport, football after being groomed as a basketball player their entire life.

Be Obsessive

Whatever you commit to in life, do so with 100% effort without question. If you have ever heard someone say “eat, drink, and sleep it,” this is what they were talking about. Think of that football player that carries a football with them everywhere. The basketball player that knows all the stats about every NBA player along with all the different kinds of slam dunks. They are obsessive, their sport is everything. This could be applied to success. That person that wants to be successful in life, they don’t take no for an answer. They continue to come back, to try again, and to make revisions as needed. One last thing to think about when being obsessive, is everything counts. When you are on the court, the pace you run your sprints at; in your office building how you greet everyone in your building; when you are teaching, how you respect your students and colleagues, it all counts and works toward you becoming the best you!

Be Relentless

Be relentless in your pursuit of perfection or greatness. If you want to be important, take extra time in making sure you look important. If you score 2 touchdowns in 1 game, up the ante and go for 3 in the next game. If you close out 7 deals in a day, up the ante and try to double that number. To be relentless applies to so much including getting out of debt. If you paid your minimum payment on a credit card this month, next month double or even triple the payment. One thing to keep in mind with being relentless is it involves reflection and sacrifice. You just keep going and going, with no plans of stopping or letting up.

Be Resilient

Being resilient as defined by Webster is “the ability of something to return to its original shape after it has been pulled, stretched, pressed, bent, etc. (2020).” In life, you have to be able to bounce back. For example, if you allow an experience to put you in a bad mood, you have to be able to recover and get back to your original state before the experience happened. If your boss gives you a hard time, you have to be able to dismiss that and get back to the condition you were in before you spoke with your boss. When you have a bad game, you have to bounce back or else you do what some coaches refer to as “letting our opponents beat us twice.” If you fall down, get back up. Keep getting back up every time. The power of being resilient is exemplified when we overcome challenges; and overcoming challenges helps us strengthen our ability to be resilient.

Be Fearless

When you are on the court, be fearless. Don't be afraid to take the final shot. Go for a steal or a block without having fear of being called for a foul. Equally important, be smart when you are in "foul trouble" or have 4 fouls and are at risk of fouling out. Be fearless in life when you go to a job interview. A gentleman once left work an hour early before his job interview at another job. Instead of going to change, he decided to wear his polo shirt and Khakis. When he was informed he didn't get the job, they also said it was because he didn't dress up. He was not fearless, he was arrogant. There's a thin line between being fearless and being arrogant. Look at failure as an opportunity to improve, this will help you avoid the fear of failure be become fearless. When you don't fail, you miss an opportunity to identify where you need to grow.

In closing, the Mamba Mentality is more mental than anything. It consists of bringing your mind to a higher level before you take any action. Don't mistake the Mamba Mentality as something you use in the moment. It is equally important well before the moment to aide in the conditioning of your mind to help you be the best version of yourself.

The Mamba Mentality is a critical part of the Fight ON! Mentality, serving as one of the three foundational pillars, along with Mindfulness and The Growth Mindset.

7 – PRINCIPLES OF THE FIGHT ON! MENTALITY

Instead of viewing the principles as 7 isolated mental skills, think of them as complementary as they build upon one another and integrate seamlessly to create the Fight ON! Mentality. These 7 key mental principles are what you need to keep pushing forward when faced with adversity; you'll gain the full understanding of the 7-PRINCIPLES which will form your everlasting belief that mental training develops mental toughness to allow individuals to achieve peak mental performance.

Principle #1: be **F**earless

Principle #2: **I** am possible

Principle #3: the **G**rowth mindset

Principle #4: **H**abits of success

Principle #5: mental **T**oughness

Principle #6: be **O**bsessive

Principle #7: focus on the **N**ow

Principle #1 – Be Fearless



To be fearful is being scared or afraid because of something unpleasant that has happened to you in the past or may possibly happen in the future. The best way to counter fear is to prepare for it. Fear is controlled by having confidence. To be **FEARLESS** is not to act without fear, but to act **CONFIDENTLY** that your actions and preparations will conquer the fear. To have the Fight ON! Mentality, you must first acknowledge the fear and face it directly without any doubt and have 100% confidence that you can overcome that fear because you are prepared physically, mentally, and emotionally. Your courage gives you the capability to conquer

any fear, and consistent courage builds greatness. Conquer your fear and you will be great!

Are you fearless or fearful?



Most players are fearful if they haven't prepared properly.



Players with the Fight ON! Mentality are prepared and fearless.

TIPS:

1. Transform fear into courage by acknowledging the fear and facing it head on.
2. Don't be afraid of failing, as that is the best way to learn and get better. Learn from your mistakes and Fight ON!
3. If you become fearful, write down the things that you have done to prepare or list your goals and achievements in times of hardship. They will remind you of what you are capable of and how far you have already come.

Memorize these important quotes:

“Respect ALL, Fear NONE.” – Anonymous

“If you see me in a fight with a bear, pray for the bear.” - Kobe Bryant

"The brave man is not he who does not feel afraid, but he who conquers that fear." –

Nelson Mandela WINSTON

“Fear is a reaction, courage is a decision.” - Winston Churchill

Principle #2 – I Am Possible

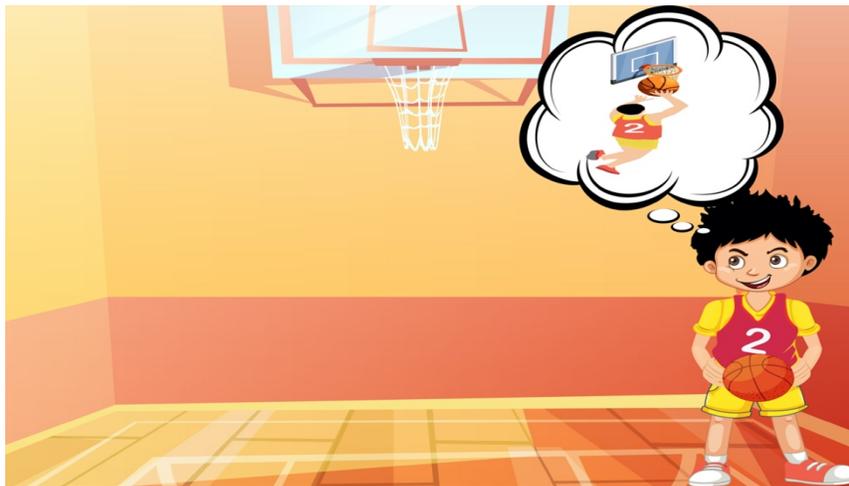


I AM POSSIBLE starts with the belief in yourself, knowing that you have the utmost confidence, ability, and strength to do anything! Once you develop the unshakeable belief in yourself and your ability you can perform consistently under high pressure situations. With the Fight ON! Mentality, you will also increase your confidence through visualization and affirmation techniques to prepare you to believe in yourself and your abilities. Anything is possible if you believe in yourself.

Do you believe in yourself?



Many players don't believe in their abilities.



Players with the Fight ON! Mentality are full of confidence.

TIPS:

1. When you walk into a room, gym, or class, act like you own the place. Have confidence in yourself because you know you are capable of accomplishing anything you put your mind to.
2. Visualize your success in your mind, which will build your self-confidence. Be the best you can be and compete in everything you do!
3. Find images of what success looks like to you and look at them several times during the day. Write positive affirmations – for each negative thought you think of.

Memorize these important quotes:

“If you put in the work, it will show, so continue to put in the work.”
– Anonymous

“Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses, and some don’t turn up at all.” -
Sam Ewing, author

"Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come." -
Dwayne “The Rock” Johnson, actor

Principle #3 – The Growth Mindset



In the Fight ON! Mentality, it's important for individuals to have the **GROWTH MINDSET**. According to Carol Dweck, in a growth mindset, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. In a fixed mindset, people believe their basic qualities, like their intelligence or talent, are simply fixed traits. They spend their time documenting their intelligence or talent instead of developing them. They also believe that talent alone creates success—without effort.” With the Growth Mindset, it is important to grow and continue to persevere which means to stick

with it; to continue working hard even after experiencing difficulty or failure. Keep going and never stop growing.

How do you handle mistakes?



Many players are afraid of making mistakes



Players with the Fight ON! Mentality accept mistakes to get better.

TIPS:

1. Believe in your dreams and goals and take daily consistent action in order to make your dreams a reality.
2. The person who perseveres is the one who will surely win.
3. Focus on the process and not the outcome, break down bigger tasks and challenges into smaller ones.
4. Write down your goals and identify how far you are from reaching them. It will help you realize if you are on the right path and show your progress.

Memorize these important quotes:

“Hard work beats talent when talent fails to work hard.” – Kevin Durant

“It’s gonna get harder before it gets easier. But it will get better, you just gotta make it through the hard stuff first.”- Anonymous

“Grit is sticking with your future day in, day out and not just for the week, not just for the month, but for years.”- Angela Lee Duckworth

Principle #4 – Habits of Success



Habits are key in developing the Fight ON! Mentality. However, we are not just talking about regular habits, we are talking about **HABITS OF SUCCESS**, habits of excellence, and habits of perfection. You must develop these types of habits as part of your normal training regime and integrate them as part of your pre/in/post game and practice routines. Each day, we have 24hrs (1,440 min) available to us. Get on a daily routine where each day you dedicate 1% of your day (a little over 14 min) to a habit or routine to get better. If you know where you have been in the past, know where you are at today, and know where you want to be in

the future then you can devise a well-structured plan and follow through on that plan. Create habits to be successful.

What time do you wake up in the morning?



Most players will sleep past 9:00a.m., wasting their mornings.



Players with the Fight ON! Mentality wake up early and create habits of success.

TIPS:

1. Continue with great habits, break all bad habits, develop new habits that help you get better each day. Don't procrastinate, say Fight ON! and start your task immediately.
2. Identify goals and make a plan that you can follow each day, while checking off the goals that you accomplished. Without a plan, you won't be successful.
3. A big dream with a timeline becomes a personal goal. A goal broken down into specific steps becomes a plan. A plan backed by action becomes reality. Turn your dreams into reality with goals, plans, and actions.

Memorize these important quotes:

“We are what we repeatedly do. Excellence, then is not an act, but a habit.” - Mark Twain

“Watch your thoughts for they become words. Watch your words for they become actions. Watch your actions for they become habits.” - Margaret Thatcher

“Motivation is what gets you started. Habit is what keeps you going.” - Jim Rohn

“If you fail to plan, you are planning to fail!” - Benjamin Franklin

Principle #5 – Mental Toughness



To have **MENTAL TOUGHNESS** means to be able to handle any situation while being calm, collected, and at-ease. This is an important aspect of the Fight ON! Mentality. You are not easily rattled when things don't go your way or when outcomes don't meet your expectations. As you develop mental toughness, you begin to automatically know what to do and how to react in whatever circumstance you find yourself in, either by letting go of something if it does not work for you, or persevering when you know you can get past that situation. Developing mental toughness will allow you to perform under pressure and deal with the outcome whether it be

a positive or negative one. You will learn how to deal, handle, and cope with success as well as adversity, setbacks, and struggle.

What is your mental mindset?



Most players do not like to face challenges.



Players with the Fight ON! Mentality face challenges head on.

TIPS:

1. Do the hard things first. When we choose the hard things in life we develop mental toughness and life becomes easier. When we always choose the easiest path we get weaker.
2. Hold yourself accountable. Whether you are working on your game, a special project, or your grades hold yourself accountable and continue to work hard.
3. Replace weak thoughts like, "I can't, I'm tired, I'm bored," with strong thoughts like "I can, I'm strong, I'm tough, I'm the best."

Memorize these important quotes:

"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude." - Thomas Jefferson

"Men's best successes come after their disappointments." - Henry Ward Beecher

"You have power over your mind, not outside events. Realize this, and you will find strength." - Marcus Aurelius

Principle #6 – Be Obsessive



If you want to be great at a certain sport, skill, or activity and always perform at a high level, you must **BE OBSESSIVE** over being great by being self-motivated and committed. This is another important principle in the Fight ON! Mentality. You must find your passion and do it over and over, more than the normal person. For example, if every player takes 50 shots during practice, you must find the passion to get in the gym earlier and take 100 shots before practice. With the Fight ON! Mentality, you will learn to be self-motivated, 100% committed in finding your passion and going over and beyond the normal standard. If training is important to you, then

get up and train each day because if you don't your competitors are training and getting better. Find your passion, be obsessive about it, and be great!

Do you put in the extra work?



Most players will only do the minimum amount of work.



Players with the Fight ON! Mentality do a lot more than expected.

TIPS:

1. Write things down that identify ways that you can be obsessive in your craft. Hold yourself accountable to these goals.
2. Be consumed by the details which will help you separate yourself from others. Focus on the details and be great at them.
3. Be hyper focused on becoming great, which means always doing more than the norm every day. Make a promise to yourself that you will be more than average.

Memorize these important quotes:

“If you want to be great in a particular area, you have to obsess over it. A lot of people say they want to be great, but they're not willing to make the sacrifices necessary to achieve greatness. They have other concerns, whether important or not, and they spread themselves out.” - Kobe Bryant

“Good requires motivation, great requires obsession.” M. Cobanli

“Be obsessed or be average.” - Grant Cardone

Principle #7 – Focus on the Now



To have a Fight ON! Mentality, you need to **FOCUS ON THE NOW**. This means being mindful, a mental state which is achieved by focusing one's awareness of the present moment and being engaged with one's surroundings, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensations. You will learn how to meditate and relax and recognize challenges before they happen. You can use meditation and mindfulness to help bring clarity, calmness and concentration to your mind. When faced with challenges, you must stay in the present moment so you can block out distractions, navigate adversity, and perform at peak levels.

Staying in the NOW is always staying in the moment, while not worrying about the past or future.

Do you know how to relax and stay in the moment?



Many players worry about the past or the future.



Players with the Fight ON! Mentality focus on the present.

TIPS:

1. Stay calm under pressure and focus on the present task, rather than getting caught up in the past or future.
2. Stop worrying. Don't let distractions, bad thoughts, and negative self-talk derail your performance.
3. Always stay positive 24/7 365 days a year. Turn negative thoughts into positive actions.

Memorize these important quotes:

"The mind is everything. What you think you become." – Buddha

"Whatever the present moment contains, accept it as if you had chosen it. Always work with it, not against it." - Eckhart Tolle

"He who has freed himself of the disease of 'tomorrow' has a chance to attain what he came here for." - G.I. Gurdjieff

THE FIGHT ON! METHOD – FOR COACHES



The Fight ON! Method is the process to implement the 3-Pillars and 7-Principles within your daily lives, whether you are a coach, player, parent, or business person. For coaches, use the Fight ON! Method for the first few practices as you introduce the method to your team. After a few practices, the players will feel more comfortable with the method and actively participate. Once you become an expert, feel free to customize the delivery of the method

by going a little off script or letting your team managers or players lead.

Tip: Use the Fight ON! Method before, during, and after games and practices. You can use the method as a team or individually with each player.

Step #1 – Our Mantra is Fight ON!

Fight ON! is our mantra and way of life. It's the word we use to help you RESET and clear your mind after a mistake and bring you back to the present moment. You will say Fight ON! 3 times quietly in your mind or yell it at the top of your lungs, whichever you feel comfortable with (each time saying it louder and louder, with the 3rd time a crescendo). After you say Fight ON! the third time, you must imagine and visualize your mind being completely cleared of all distractions and negative thoughts. After the 3rd time, your mind should be all clear.

Tip: You can say Fight ON! anytime you need to reset your mind. Saying the word should give you confidence, strength, and motivation because you remind yourself of the 7-principles of the Fight ON! Mentality.

Step #2 – 4/7/8 Breathing

Once you clear your mind of all distractions and negative thoughts, you are ready to breathe in positive energy throughout your body. Close your eyes and follow the steps below:

Empty the lungs of air by breathing out slowly.

Breathe in quietly through the nose for 4 seconds (counting in your mind, while imaging inhaling all positive thoughts and energies).

Hold the breath for a count of 7 seconds.

Exhale forcefully through the mouth, pursing the lips and making a “whoosh” sound, for 8 seconds (imaging exhaling all negative thoughts and energies).

Repeat the 4/7/8 breathing cycle up to 4 times.

*Tip: You can stand still or sit down while doing the breathing exercise. Try to relax your jaw, shoulders, and neck to achieve best results. You can say **Fight ON!** anytime you need to reset your mind, before, during, or after games and practices*

Step #3 – Goal Setting

Identify 1-3 clear and concise goals that you want to accomplish, such as practice with 120% effort, make all my shots, improve my technique, or play tenacious defense. Set clear and specific goals that are challenging, yet achievable. Having simple and realistic goals will motivate you and allow you to most likely reach them. Say the goals aloud and repeat them 3 times to yourself so they get ingrained in your mind and subconscious.

Tip: Identify only 1-3 mental goals that are short, simple, and achievable. If the goals are too complex and unreachable, you will get discouraged and become unmotivated.

Step #4 – Visualization

After repeating your goals 3 times to yourself, now imagine and visualize yourself achieving each goal, as if it is happening right

now in the present moment. You can close your eyes and imagine what it will be like when you reach your goal, even seeing yourself celebrating your achievement. If your goal was to run the mile under 5 minutes, you should imagine yourself running around the track with a clock ticking down. Imagine crossing the finish line with the clock showing 4:45 and the crowd cheering you on as you raise your hands in triumph. If you can imagine anything, you can achieve anything.

Tip: Picture yourself making progress toward your goals and achieving your goals in vivid detail, by imagining the crowd, the surroundings, and the thrill of victory.

Step #5 – Affirmations

Positive self-talk serves as a persistent reminder to Fight ON! and keep going. You need to tell yourself how awesome you are by using positive affirmations. These are positive, first person, present tense statements you say to yourself that create a picture in your mind of what you are capable of being. Positive self-talk usually starts with I, here are a few examples; “I know I can accomplish anything I set my mind to, I learn from my mistakes, I believe in, trust and have confidence in myself, I never give up, I accept what I cannot change, I focus on the positive, I turn obstacles into learning opportunities.” Use positive affirmations that help you reach your goals.

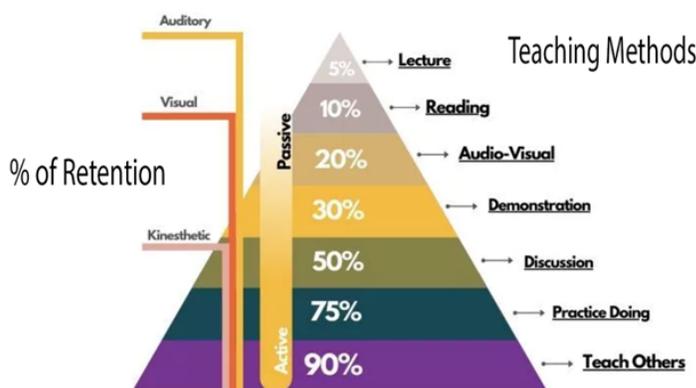
Tip: You can use positive affirmations to prepare for an event or competition. You can also create affirmations to help with other aspects of your life and say them to yourself throughout the day. The more you say the affirmations to yourself, the more it gets ingrained in your subconscious mind.

CONTINUE TO FIGHT ON!

If you enjoyed this book, you will love the complementary Fight ON! Mentality website (www.FightONMentality.com), which provides even more lessons and content to build your unbreakable mindset. We've developed the Fight ON! Mentality online curriculum to have the most effective learning outcomes. That means that we utilize the most effective teaching methods to obtain the highest retention rates. You will learn how to apply the 3-Pillars and 7-Principles of the Fight ON! Mentality.

We base all of our content and lesson plans using the "Learning Retention Pyramid" which is a theoretical model that illustrates the various methods by which one can learn and each method's respective expected percentage of retention.

The Learning Pyramid



As part of the Fight ON! Mentality curriculum, we use a combination of auditory, visual, and kinesthetic content to ensure that our members stay engaged and really learn how to practice what we preach.

Our members learn all of the intricate details of the Fight ON! Mentality through an engaging and interactive curriculum comprised of videos, audio files, articles, lessons, tips, challenges, and discussions, demonstrations, webinars, and podcasts. This book serves as an introduction to the 3-Pillars and 7-Principles of the Fight ON! Mentality.

Online Courses

Our members must complete the 3 primary online courses (Mindfulness, The Growth Mindset, and Mamba Mentality), which serve as the foundation of the Fight ON! Mentality. Each course usually takes 45-60 minutes to complete, depending on how much time you dedicate.



Mobile Access

Our members also have access to all of our content and everything we distribute via our mobile friendly website. Our members have all the content in the palm of their hands. Our members can access the entire curriculum any time, any place to learn the Fight ON! Mentality.



Micro Learning

We use small byte-sized information sent in question and answer format, making the content extremely easy to understand and comprehend. Our micro learning content is easy consumable packets of digital information or lessons that is easier to retain.



Chat Sessions

Once our members have passed the 3 primary courses, they can access daily interactive and engaging content via our chat bots. We use AI to learn their personalities and delivery matching content. We make sure that our members will continue to learn every day throughout the year.



More Questions

We use an extensive question based learning management system with our courses and lesson plans because recent scientific research has proven that question based learning not only increases knowledge gain, but also increases the level of engagement.

JOIN OUR NEWSLETTER

How do you gain access to the online curriculum? Simply, join our newsletter. By signing up, you'll receive free daily mental training tips and lessons that will continue to build your unbreakable mindset.

Also, all first time newsletter subscribers get a free 1-month access to the Fight ON! Mentality learning platform (value of \$29.95/month). Visit <https://www.fightmentality.com/newsletter.html> to join the newsletter.

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THE END

