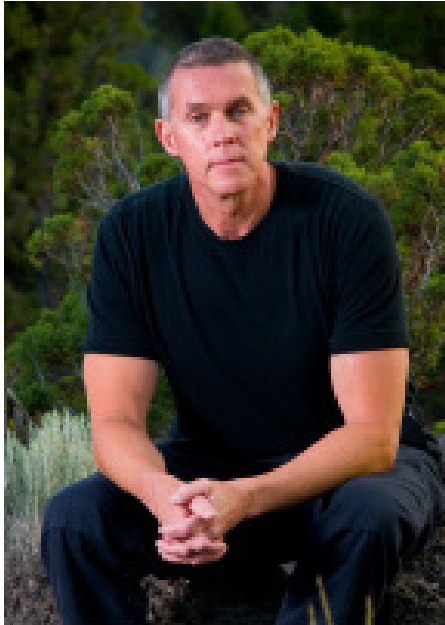


Welcome to O-D Life & Mental Strength Coaching!



For years, O-D Life has been immeasurably disappointed with the style and manner in which professional athletes have been shuttled out of the game and their representation's good graces as soon as they've completed their active service to their sport.

When a professional athlete is in their prime, the world is their oyster. Every door opens and no plea goes unanswered. Nobody cares for or assists these same athletes after they've left the "protective" arms of their agent. No one seems to want to stick around when the big money checks stop coming in. In fact, sadly, over 70% of professional athletes are divorced within one year of their last game and after two years even more are forced to file for bankruptcy.

For a long time there is been no one to look out for the retired hero. No one has been there to provide support, guidance and direction. There's been no one to lean on when the game day warrior has nothing to do on game day anymore but sit at home...damaged, crippled, and

desperate....that is **until now!**

You've had that "feeling" right?...you know the feeling I mean...that sneaking suspicion you were only inches away from getting everything you wanted out of life, but couldn't quite figure out the missing link. Or maybe you've tasted the "good life" only to have it evaporate right in front of your eyes!

After 20 years of personal experience, research and studying top achievers I can tell you **two things for sure:**

1. The **most significant** difference between the top performers and the rest of the world is how they think.
2. If you **change how you think**, you will get the results you're looking for.

Einstein once said: "*We can't solve problems by using the same kind of thinking we used when we created them.*" And this is what top performers know and do...change their thinking, and then the results change.

It's Really That Simple!

Gregg Swanson

Owner and Head Coach

Warrior Mind Coaching & Training

408-871-8364

O-DLifeCoach@wariormindcoach.com

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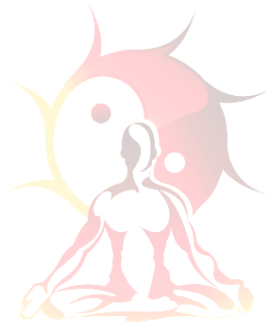
Yes, it is that simple...but it's not easy. If it were that easy there would be more top achievers in the world. You've heard it before...there is plenty of room at the top! But to get there it requires an open mind and the willingness to question and possibly change every belief you've adopted, especially those that you think are "good" for you. You'll have to build mental strength and toughness habits you never thought of and let go of others that are holding you back...this is what *O-D Life & Mental Strength Coaching* is all about.

So, do you know exactly what you want but don't know how to get there? Or are you in the discovery phase where you're still trying to pinpoint your dream? Gaining mental clarity in terms of which stage you are in will get you closer to your next step. This is what we'll discover during our coaching journey together....hang on; it's going to be a fun ride!

To Your Inner Strength,



Gregg Swanson
Mental Strength Coach



WARRIORMIND
TRAINING

What is Mental Strength?

Warrior Mind Coaching & Training looks at how we can strengthen your mind, and how you can utilize this strength to achieve what you want in life. Before we go any further, we need to clearly define exactly what we mean by 'mental strength.'

We all have our own definition of strength, and to move forward let's establish a common definition that we can work through our coaching process. The dictionary defines 'strength' as *'the capability to exert power'*. The key part of this definition is the word 'power'. So, to expand our understanding of what strength is, we need to dig down and clearly define power. The same dictionary defines power as *'the ability to cause things to happen'*. We can now define strength as **'the capability to cause things to happen'**.

When talking about physical strength, this capability to cause things to happen will manifest itself in physical ways: a weightlifter lifting a large weight, a sprinter setting a new record time, a boxer landing a knockout punch, etc. In these physical examples, the athletes all have the capability to cause things to happen. We'd then say that these athletes are physically strong.

Warrior Mind Coaching & Training is also about mental, physical, and spiritual strength...when working on one, you affect the others. There are many similarities in working in the physical, mental and spiritual realms.

To continue...In all of the examples of physical strength, some kind of resistance was overcome. The weight was difficult for the weightlifter to move, but that resistance was overcome and the weight was lifted. It was difficult for the sprinter to run faster than anyone had ever done previously, but he did. The boxer's opponent was doing his utmost to stop the boxer from winning, but the boxer overcame his opponent's resistance and won the bout. As the top performer strived to achieve their goals, something was in their way...resistance.

For strength to manifest itself there always has to be resistance and this resistance **has to be** overcome. The weightlifter can't apply his strength without some weights to lift; the sprinter can't apply his speed without a time to beat; and the boxer can't utilize his punching skills unless he has an opponent to fight.

For *Warrior Mind Coaching & Training* the dictionary definition is not 100% complete, it contains no mention of resistance. All athletes use their physical strength to overcome a physical resistance (a weight, a required speed, an

opponent). A reasonable definition of physical strength would therefore be *'physical strength is the ability to overcome physical resistance and then cause things to happen'*.

We are now getting closer to our definition of mental strength. You'll see as we progress through our coaching that the human body, mind and spirit (soul) are inseparably linked. Many of the principles that apply to physical development also hold true for mental and spiritual development. Warrior Mind Coaching & Training defines mental strength this way:

Mental strength is the ability to overcome mental resistance and consciously cause things to happen!

What is Coaching?

Coaching is the process of observation of existing thinking, behavioral and linguistic patterns, setting specific goals, discerning hidden saboteurs and supporting you in making a plan of action and following it to achieve your desired results. Basically, coaching is to take you from where you are to where you want to go.

It's that simple. Today, in practice, coaches partner with you to:

- Clarify and Enlarge YOUR Vision
- Discover YOUR Dreams
- Establish YOUR Goals
- Define or Rearrange YOUR Priorities
- Develop YOUR Action Plans
- Chart YOUR Course to Personal & Professional Fulfillment
- Empower YOU
- Encourage YOU to Breakthrough Barriers.
- Defeat YOUR Bullies
- Achieve YOUR Dreams

Coaching is ALL ABOUT YOUR FULFILLMENT. Through regular coaching sessions we'll focus on you, and help you discover your dreams and unlock the greatness inside of you. A coach will listen, ask powerful questions, help you create new perspective and offer insight. From these sessions you will develop and

discover your dreams, and the obstacles between you and the great fulfillment in life as defined by you. A coach will help you develop a specific action plan, stay on track, create tools for success, encourage and empower you to achieve your dreams and help unlock the greatness in you.

What coaching is NOT?

Coaching is not therapy or counseling. Coaching is focused on your strengths not weakness and the future not the past. It is a commitment to forward thinking and forward actions. All though coaching is the process described above there may be times during our sessions where I may ask permission to share information and an invitation with you. These offerings would be based on my experiences that maybe a benefit to you. It will be completely your decision to accept this information or not.

Who Am I?

As your coach, mentor and trusted confidant, I bring many unique and diverse qualifications to our partnership. I am a...

- **Warrior:**
A warrior is one who conquers oneself. We will work together to uncover and conquer any limiting and disempowering beliefs so that you can accomplish your goals and dreams. I will challenge you to step out of your comfort zone. Take some risks with yourself and push to be bold. As a warrior you will be 100% accountable for your own change, results and success. I will be 100% accountable to supporting you in your journey
- **Confidant:**
I will listen to you. I will hear what you are saying, how you say it and the energy carrying your words. I will also hear what you aren't saying. I will encourage and motivate you. However, I emphasize listening. You will do most of the talking.
- **Shaman:**
I will help you see things from a different perspective. I will help you develop and stabilize the priorities for your life based upon your discovery of what you value.

- **Wizard:**
Curiosity and direct power-filled questions are critical in helping you find your own way, to get to the heart of and unlock your passions.
I will then push you to dream and dream big! We will enlarge your vision to unlimited possibilities...then manifest them!

My Qualifications

I have formal training as a Professional Personal Coach from the International Coach Academy. I am also a certified Mental Skills, Life Strategies and Lifestyle Fitness from NESTA. My Personal Fitness Trainer certification is from NESTA and ISSA. I am also certified in clinical hypnotherapy and in the process of becoming a NLP Practitioner.

I have extensive real world experience in the physical, mental and spiritual arenas and the application of these experiences. I am passionate, motivated, caring, easy to talk to, honest and very direct. I believe in strong, focused priorities, personal fulfillment and the greatness in all of us.



My Areas of Specialty

As a coach, mentor and guide my specialties are in:

- Extreme Fitness that delivers a POWERFUL body
- Mental strength training that delivers PURPOSEFUL thinking
- Shamanic Spiritual “healing” the delivers a PASSIONATE soul

Expectations

I commit to you that I will exceed your expectations in the areas of:

- Honesty
- Caring
- Confidentiality
- Respect
- Empowerment and Encouragement
- A Comfortable, Non-Judgmental Environment
- Challenging
- Humor
- Punctuality

I expect you to commit to:

- Honesty
- Achieving Goals and Dreams
- Respecting Yourself
- Making Yourself a Priority
- Be 100% Accountable for Your Success
- Preparedness for our Sessions
- Integrity
- Taking Action

Warrior Mind Coaching Model

My coaching model describes the steps I incorporate when coaching clients. It is a successful method that gives us a solid framework in which to operate and will ensure that you will experience powerful outcomes from our coaching journey.

Before moving on, it is important to establish a definition of a “warrior”, so in coaching sessions this model and other tools will be understood and accepted or at least tried on.

Warrior: One Who Conquers Oneself

Notice that a warrior is not about conquering others or engaging in battle, it’s all about the individual. Once an individual can conquer, control and command their own thoughts, then they are a warrior.

The main premise of this model is that a person’s beliefs create their reality. These beliefs create thoughts, which in turn, evoke emotions. It is the emotions that create the need for action or the opposite...the fear to take action. The action (or lack of) produces the results...your reality. Reality is the result (the effect) of a set of beliefs (the cause) which started their manifestation as thoughts. The TFAR model suggests that Thoughts leads to Feelings, which in turn, leads to Action that creates Results. In basic terms, this is the Law of Cause and Effect.

T: Thoughts – You have thousands of them in a day. In our sojourn together it will be more productive to understand that there are no “good” or “bad” thoughts, only thoughts that are empowering or disempowering. Depending on your goals and desired outcomes, your thoughts will either be supportive or non-supportive. The investigation of these thoughts is at the heart of *Warrior Mind Coaching & Training*.

F: Feelings – Once you are conscious of your thoughts and their qualities you’ll then be able to access the unique feelings and sensations associated with them. These “gut feelings” are many times mislabeled, misidentified or simply dismissed. Once awareness is developed about your feelings, the connection with Action is easily related.

A: Action – A person's actions (or lack of) are fueled by their feelings. You can be inspired to take action, afraid to take action or indifferent in taking action. But notice how there is a specific feeling associated with each action. It is the Action that will create your results.

R: Results – This is where it all comes together...this is the reality YOU created. Funny thing about reality...to an untrained observer it appears that reality creates the feelings and then the thoughts follow. *Warrior Mind Coaching & Training* will assist you taking control of your thoughts...then your desired results will automatically follow.

Thoughts and feelings are invisible, part of your “inner-world.” Your results are visible, part of your “outer-world.” Your action is the bridge between the two worlds.


$$(T+F)+\underline{A}=R$$

It can often be tricky getting to a belief directly. But through **curious and direct questioning** about a person's results, we can start investigating the thoughts around those results. This investigation of the thoughts will gently unfold the beliefs that support them, thus allowing you to determine if this belief is supportive or not.

In some situations we may also reverse the formula. If you know what results you want, we can then determine the actions to get you there. After identifying the actions, we'll investigate the feelings behind the actions and uncover the thoughts around those feelings. Then, once the thoughts are exposed and examined the core belief will be revealed. You'll then be able to decide if this belief is supportive or non-supportive in achieving your desired outcome.

Once your decision is made concerning supportive nature of the beliefs, a process will be co-developed to smoothly and gracefully replace the old belief and exchange it with a new one.

Since each person is unique with their own set of beliefs, dreams and goals, this process is custom tailored for each client.

How to Discover (or Re-Discover) YOUR Dreams through Coaching....

1. Believe in Yourself and Your Greatness

Be your biggest fan. You have everything it takes. Do it for you!

2. Be Positive and Embrace Your Uniqueness

We all have unique qualities that distinguish us from one another: however, few embrace these qualities and step out onto the ice and take a chance.

3. Enlarge Your Vision - Be a Dreamer

Be prepared for your life to change. This requires changing “I can’t” into “I can!” and then into “I will.” Your dream will take work. It will require energy from you when you have it and when you don’t. I will support, encourage and inspire you to enlarge your vision.

4. Take Time to Prepare

- Weekly Reports/E-mails to monitor for success
- Assess your progress and your feelings about it
- Reward yourself for success
- Find time for reflection

5. Be Honest With Yourself and With Me

We are a team working toward your personal fulfillment. Open and honest communication is the only way to get there. These are your sessions and your dreams. It’s all about you.

Policies and Procedures

Who do I coach?

I accept clients that are coachable and ready to be coached both locally and globally. I conduct the sessions in English and at a mutually agreeable time. I coach individuals, couples and groups. Most one-on-one sessions are conducted via telephone. I also offer Teleclass coaching, face to face coaching and weekend workshops.

Our Sessions...

Warrior Mind Coaching & Training offers a variety of coaching opportunities. You can choose the amount and type of coaching that will best fit into your life.

One-on-One Coaching Packages (8 or 12 Weeks in Duration – more upon request)

The following are suggested topics of discussion and not required. The area of life to be coached on (based on the assessments) will greatly influence the length of the sessions. Custom packages are available for terms longer than 12 weeks and for in person sessions that require travel.

The Olympian Package – The Power of the Body



With this package you'll learn just how important the body really is. Everything you create comes from your body.

The body is how you experience and create everything in your life. NOTHING... NOTHING happens without the body's involvement. Your body is YOUR expression of how you think and feel about yourself...what are you telling the world?

The body is the storehouse for all your experiences and emotions. If you don't have a strong body those experiences and emotions can take root and cause dis-ease in your life. When you have a strong, healthy and fit body, you have the power to conquer!

This package represents the ultimate expression of the strength of the human spirit as represented in the power and magnificence of

Gregg Swanson

Owner and Head Coach

Warrior Mind Coaching & Training

408-871-8364

O-DLifeCoach@warriormindcoach.com

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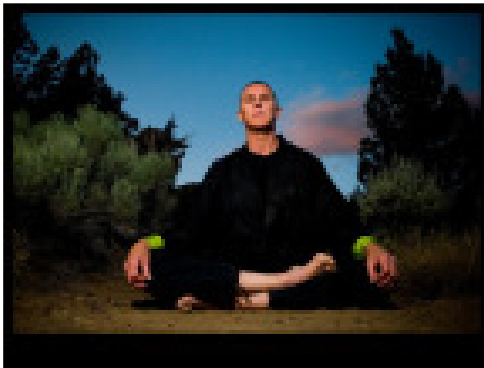
the human body. Because the 'Olympian' is so connected to spiritual as well as physical strength, a code of ethics and morality is associated with each person, which is an excellent example of the universal power of the "psyche" of an archetype.

The 'Olympian' should not be evaluated by whether your physical skill is on par with that of professionals or whether your body is "perfect" in form and function. A person dedicated to transcending the limits of a physical handicap qualifies as much for this face as the professional athlete, because the development of personal will power and strength of spirit is a requirement for the body to manifest its perfection.

With this package:

- You'll learn how sculpt and chisel your body into a magnificent expression of YOUR self-image.
- You'll develop specific and unique exercises and active lifestyle program that supports **your life goals**.
- You'll learn the facts about a proper diet that supports you exercise goals
- You'll discover the nutrition program that supports your diet goals

The Wizard Package – Purposeful Thinking



There is no greater skill than the ability to manifest what you want. This is the magic of the 'Wizard!'

With this package you'll understand how to convert energy (thoughts) into matter (reality). You will come to understand at a deep level that you and only you are responsible for creating your reality.

The 'Wizard' produces results outside what seems to be the ordinary rules of life, and is associated with "supernatural" powers but knows that all IS natural.

The 'Wizard' is associated with turning "lead into gold", but in its highest manifestation it seeks complete spiritual transformation. You may identify with this package if you are interested in a path of spiritual and mental development that is aligned with the great mystery schools, the teachings of Abraham-Hicks, Seth or the study of the Laws of the Universe.

In Mental Strength Coaching we take proven methods and apply it with a laser focus to specific areas that are causing you challenges... this is where we hone your mental skills.

It is due to the VERY intense and direct nature of the coaching that I advise that you have had previous experience with coaching or at the minimum have completely read my mini e-course on creating Warrior Mind Strength.

As your mental strength coach I will assist you with specific mental skills training that will cause a shift in perspective so that whatever barrier that stands before you becomes invisible. In other words, you can see right through the obstacle to the end result, and apply your focus on outcomes, not the obstacle. This is the ultimate in “possibility thinking” – with action applied!

This is where you’ll find the truth about T + F + A = R: Thoughts lead to Feelings; Feelings lead to Action and Action creates Results

Also in this package:

- Learn how to neutralize any non-supportive/negative thinking
- Learn how to program your mind for success
- Learn the difference and functionality of the conscious, subconscious and Higher Conscious
- Learn how to dream/visualize your future into reality
- Learn how to keep your brain “elastic” for improved functionality
- Learn how your beliefs create your reality A highly developed “reality creation” technology.
- Enlightened principles for creating success without struggle.
- How to tap directly into your intuition.
- How to see through the illusion of the world and come from a higher perspective.

The Mystic Package – The Magic of Passion



With this package you’ll imagine the possibilities that are beyond the scope of your individual life and that benefit all of society.

The ‘Mystic’ brings into view what could be if certain choices are made, or what is inevitable given choices that have already been made by following their purpose/passion. This face may sound like that he or she proclaims a message associated with divine guidance (their soul. The ‘Mystic’ engages their abilities on behalf of humanity rather than for personal use. Often this face is rejected by friends and family, asking “what’s wrong with you?” Many times is this exact “type” of people that were sent to “enlighten.” Visionaries tend to be celebrated for their capacity to read what is just over the horizon.

As a human being, you can allow life choices to play themselves out into one or two ways. You can permit others to make the choices for you, by means of their environmental influences, subtle suggestions or even direct orders. This is the passive path through life. This path is so easy to fall into and such a life of foggy an unexamined autopilot beliefs and actions, it’s a tragic waste of your potential!

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O-DLifeCoach@warriormindcoach.com

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Life is meant to be lived, explored, and utilized with purpose. Therefore the second possible path in life is the path of awakening. Ever increasingly alert, in touch, and in charge, you can willfully activate your deepest and most significant potentials.

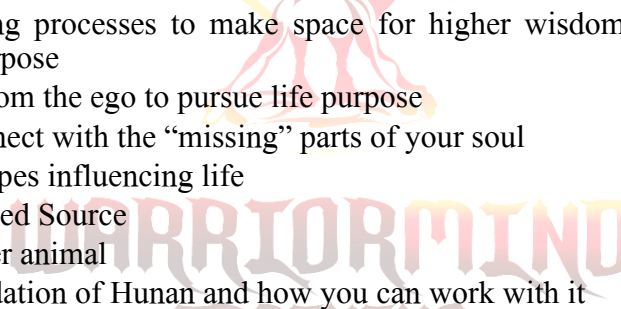
The ‘Mystic’ taps into their power center within, giving credence to this immaterial intelligence.

The ‘Mystic’ has an inner guidance system that knows what’s best for him/her and can support him/her to be on purpose in their lives. You’ll learn how to “listen” for that voice and understand that it has merit equal to and complementary to cognitive thoughts.

Many people have achieved their goals of material success. Some might have exceeded those goals. Yet, few are content with these achievements. There is something about the human condition that causes a person to want more. People often long for the peace that continues to elude - that feeling that one is making or has made a difference.

It is the agenda of Shamanic Spiritual Coaching to nurture that part in each person that knows what his or her purpose in life is beyond material success. Total success for many is the culmination of personal achievement, personal development and making a difference in a world beyond themselves.

Included with this package:

- 
- Specific clearing processes to make space for higher wisdom. Learn or confirm your life’s/soul’s purpose
 - Get approval from the ego to pursue life purpose
 - Find and reconnect with the “missing” parts of your soul
 - Define Archetypes influencing life
 - Find your Trusted Source
 - Find your power animal
 - Learn the foundation of Hunan and how you can work with it

All the above packages are conducted via phone or Skype (four “live” sessions per month) with moderate e-mail support. Also, included with any package is my e-book “*Develop the Mental Strength of a Warrior*” and other similar material that will assist you in your progress.

Investment For Packages

(Due to the nature of each client and the services provided pricing will be provide upon request. Please contact me for further information)

- 8 weeks
- 12 weeks
- 12 +Weeks – Upon request
- In person sessions – Upon request

Changes and Cancellations...

I commit to respect you and your time and expect the same from you. In the event that you need to change or cancel a scheduled session, I require 24-hour notice. In turn, I will extend the same courtesy to you, should I ever have to reschedule or change a session. It is also expected that we be prompt for our sessions. If I am late for a session, I will pro-rate the hour and refund the time lost. If you are late for a session, the time lost will not be made up. If you miss a session completely, that session will not be made up. Should I ever cancel a session, you will receive an additional session at no charge, in addition to re-scheduling the cancelled session.

Extra Calls...

I want to be available for you should you get “stuck” or are trying to break through an issue. I’ll do my best to be available. I ask that we keep these calls to 10 to 15 minutes. An e-mail is also accepted during these times. I will try to respond within 24 hours. It’s a great way to announce wins and accomplishments between sessions or a needed word of encouragement. Depending on the frequency of the extra “sessions” a fee may be charged, again depending on the frequency of the calls and e-mails. I want to stress that I am here for you and will work with you the best I can.

Confidentiality...

Trust is essential in building this strong alliance. I guarantee that everything you share with me will remain in complete confidence. In the case that I would like to share your information with others, I would seek written permission from you. I do reserve the right to act if I feel for your safety or those around you are in jeopardy.

Referrals...

I love referrals. With the personal nature of this alliance, being referred is one of the greatest compliments I could receive from you. If you refer someone and they enter into a coaching agreement, you will receive a thank you gift and a bonus session for free.

Gregg Swanson

408-871-8364

Owner and Head Coach

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O-DLifeCoach@wariormindcoach.com

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Coaching Agreement...

Our coaching agreement or contract is an “at-will” alliance and we both reserve the right to terminate this partnership at any time. All actions and decisions are yours and you alone are responsible for the results of these choices. As your coach, I will encourage, motivate, guide and help you achieve your successes. The real work is yours; how far you go and how fast you get there is up to you. Following our complimentary foundational session, if we agree to work together I require ½ of the fee schedule in advance. I accept PayPal, major credit cards, checks.

Comfort Zone Challenge

Too often, we exist and sometimes get trapped in an area known as the comfort zone. It’s an area where things are ok, not bad...not great, just ok. They are not overly demanding or challenging. They are often boring and leave you longing for more; however, you feel safe in your comfort zone. We dream of great things, but are not willing to leave the safeness of our comfort zone to grow and expand. Every once in a while we get the warrior spirit and consider leaving our comfort zone (changing careers, finding a new job, making an emotional commitment to something or someone). We step out, run into something difficult and retreat to our comfort zone. All the while we are getting nowhere.

A key role for me is to help you see the possibilities outside of this comfort zone...to create a shift in your perceptions and beliefs. This shift will assist you in taking action and stepping out of this comfort zone, which in turn, will help you grow and discover amazing things. We must recognize that your comfort zone touches the comfort zones of those around you and closest to you. When you shake up your comfort zone, you will inevitably shake up someone else’s.

The questions below are designed for you to describe yourself, your dreams and those around you. Please be honest in your answers. If you find that they are too difficult or personal, leave them blank and we can discuss them when you achieve comfort in our alliance. (You can ‘copy and paste’ the questions into a separate document and then answer them there so that you can e-mail them to me, with your personal info)

1. What do you expect to receive from coaching?

2. What do you expect to receive from me?

3. If you could accomplish one thing through coaching, what would it be?

4. What are you passionate about?

5. What in life brings you satisfaction?

6. Tell me about a time when you were courageous.

7. Who are the most important people in your life?

8. Who are your biggest fans?

9. Who are your biggest bullies (invalidators)?

10. What are the top five frustrations in your life?

1.

2.

3.

4.

5.

11. What are some things in your life that you **should** be doing?

12. Do you have a dream? If so, what is it?

13. If you had a magic wand and three wishes, what personal things would you wish for (for yourself, family, future.....)?

14. What resources do you have that will assist you in accomplishing your goals?

15. What will you do when you achieve your dreams or goals?

16. Do you have support structure at home, if yes, who/what is it?

17. You are 90 years old, sitting on your porch in a rocking chair, reflecting on your life...what would be your biggest regret, what is on the top of your 'bucket list'?
