

Becoming a True Champion **Factsheet**

- Was written to address the “winning at all costs” attitude that helped to create the pervasive loss of perspective currently seen in our sports and youth sports culture.
- Helps athletes gain a better understanding of, and focus on, the fundamental and foundational concepts, thought processes, and principles that allow one to achieve higher levels of athletic success.
- Is a back to basics approach that emphasizes the *process* over anything else, and with winning as the outcome of this process.
- Stresses character and integrity as essential building blocks for achieving one’s potential, both in sports and in life.
- Demonstrates how to break down any sport into its most basic principal parts allowing athletes to focus better on improving weaknesses and mastering the strengths they have in any athletic activity.
- Encourages personal responsibility for success over entitlement type attitudes and builds this into a sense of ownership that enhances the very important aspect of intrinsic (internal) motivation.
- Defines the difference between a champion and a *true champion* demonstrating how the latter is preferable over the former, both in and out of the athletic arena.
- Takes a personal approach by speaking directly to the reader with pertinent and motivational stories and concrete examples that mentally walk them through the important concepts and principles it teaches.
- Gives athletes tangible activities that help build thought processes necessary for successful training.
- Uses true inspirational stories of hardship and athletic adversity to add strong support and credibility to all concepts covered.
- Helps athletes build their own philosophical base brick by brick, giving them personal ownership over future successes through the thought processes they develop from reading BATC.
- Builds, from beginning to end, all the essential ingredients athletes need, leaving them with the tools, inspiration, and the motivation necessary to reach whatever athletic aspirations they seek, no matter what level they are currently at.