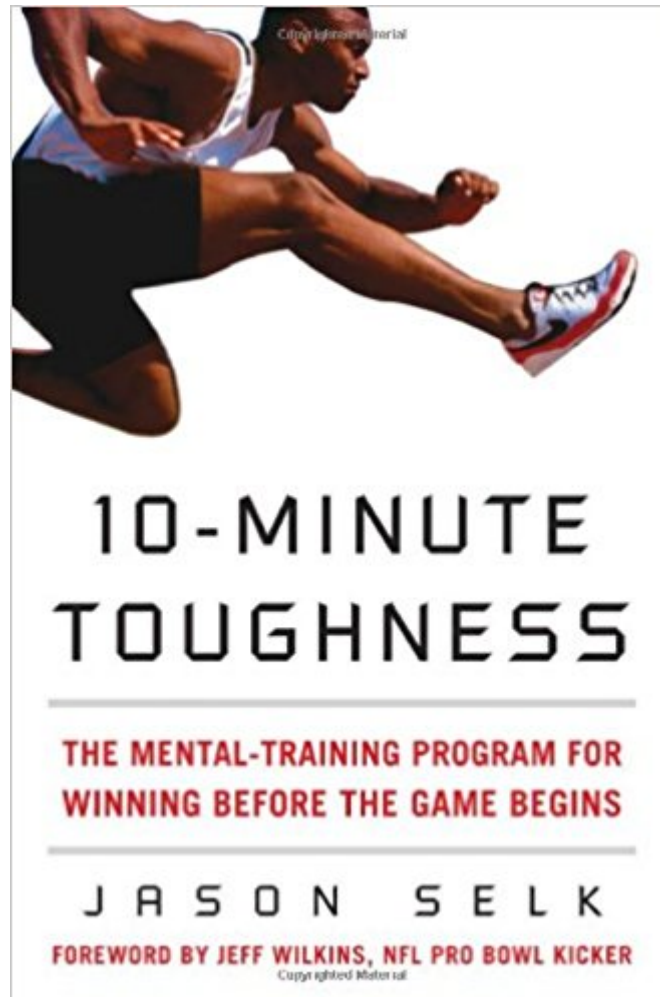


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# 10-Minute Toughness: The Mental Training Program For Winning Before The Game Begins



## Synopsis

“10-Minute Toughness is a solid mental training program. In fact I feel it is the best of its kind. . . . [It’s] what the title says: ten minutes a day that connects your talents and abilities to the outcome you’re seeking. As a retired NFL player looking forward, I can see as many applications for the toughness Jason Selk’s program brought out of me in the business world as there were on the football field.” --Jeff Wilkins, Former NFL Pro Bowl Kicker

“The mental side of the game is extremely important. 10-Minute Toughness helps the players develop the mental toughness needed for success; it really makes a difference.” --Walt Jocketty, General Manager of the 2006 World Champion St. Louis Cardinals

“Jason Selk has spent a tremendous amount of time and energy developing effective mental-training programs and coaches workshops. He is truly committed to helping individuals and teams to perform at their very best, when it really counts.” --Peter Vidmar, Olympic Gold Medalist

Mental training is a must for high performance both on the field and off. But simply hoping for mental toughness isn’t going to build any mind muscles. You need a proven routine of daily exercises to get you where you want to go. 10-Minute Toughness is your personal coach for boosting brainpower and achieving a competitive edge in whatever game you play. With quickness and ease, you’ll learn how to master your own mind and psych out your opponents using personalized techniques from one of America’s most successful sport psychology consultants. Like no other program available, the 10-Minute Toughness (10-MT) routine gets you ready for the competition in just ten minutes a day.

## Book Information

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## Customer Reviews

Jason Selk has created a winner in this small book about developing mental toughness. While geared towards athletes, this book is for anyone who has a goal to improve in any area. The entire 10-minute mental training consists of: 5 minutes with the mental workout Centering breath 6-2-7 Performance statement Personal highlight reel Identity statement Centering breath 6-2-7 4 minutes completing the Success Log after each event/practice/game 1 minute review of the previous Success Log before the next mental workout Sounds easy, right? It is and it isn't. Although the book is small and less than 200 pages, it is one which should be worked through slowly and thoroughly. Selk advises the reader to really think through his/her answers to the questions. Take your time. It will be worth it. The middle part of the book focuses on Goal Setting and Rewards. This is much more difficult than you may think. He asks, "What are your priorities in life? What are your short-term goals? Long term goals? Is what you are doing right now going to get you to your long term goals and still allow you to maintain your priorities in life? What are you willing to sacrifice?" Again, this reader advises you to take your time and think through these questions. Get a small notebook to write your answers...and be willing to revise them. The final section of the book is the Relentless Solution Focus. Selk contends that there's always a solution. Think positively about what you want and don't focus on what you don't want or what is going wrong. Sounds easy again but it's much more complicated. If the reader puts in the time to thoroughly read and do the exercises, then the daily Success Log will be a snap.

In the last several years, we've been bombarded with books like 'The Secret' and its ilk - all basically claiming that we can "manifest" what we want in our lives by simply holding the thought in our minds until it happens. Even Napoleon Hill's classic 'Think and Grow Rich' is similar in its relatively nebulous, goal-setting vagary as it instructs us to simply focus on a 'product goal' - repeat a daily positive statement about the goal - and let the subconscious somehow "take over the details" in making it a reality. If such ambiguity within the realm of achievement and 'peak performance' has left you frustrated, you'll likely find Jason Selk's '10 Minute Toughness' just what you need to fill in the pieces of the puzzle. Whether your "game" is an actual sport, college exam, business negotiation, writing project... (anything), Jason helps you break a goal down from 'product' to 'process' and turn that goal into reality by creating a 10-minute daily "mental workout" for its achievement. I was surprised to see an earlier review claiming the book is "long-winded." One of the things I loved about it is its brevity; Jason is concise and provides just enough examples within the field of sports. In fact, if you're looking to improve your performance in any athletic endeavor, look no further; '10-Minute Toughness' provides the mental tools you'll need. While acknowledging that

the book is about sport performance, I would have liked some examples from Mr. Selk in how he's used these techniques to improve performance in other contexts. He's worked with corporate teams, Fortune 500 companies, CEOs, etc.: Examples of translations to these realms of performance would have been nice.

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