

Golf
Series

Matt and Buzz™ on . . .



MENTAL TOUGHNESS for SENSATIONAL GOLF

Cut 2 to 6
or More
Strokes Off
Your
Handicap
NOW



Overcome your mental bunkers & play to your full potential. By overcoming nerves & fear whilst boosting confidence, concentration & consistency



David Norman

How to raise your game quickly by learning the amazing secret mind techniques tour pro's don't want you to know

Surefire Methods to Lower Your Score

Learn step-by-step HOW to effortlessly fine-tune your mind game. Lowering your handicap by increasing power, distance and accuracy through improved consistency, performance, temperament and enjoyment.

Experience the exciting yet deeply profound playing adventure stories of the pragmatic down-to-earth high handicap Mr Buzz Bear and inspirational and quirky mind game coach Dr Matt Moose. Who aim to keep you spellbound on their magical journey in search of the metaphorical land of golfing milk and honey. You will discover why 'effortless success' third generation mental toughness tools and techniques are the future and learn how to master valuable practical skills designed to deliver measured step-change breakthroughs in handicaps, performance and enjoyment. Following the dialogue between Matt and Buzz® will accelerate and deepen your playing knowledge, learning and skills, and sustained success.

David Norman is the creator of Matt and Buzz. He is also a speaker, coach, writer, entrepreneur, trainer and consultant in business, personal and professional development and sport. As a sports psychologist he has worked extensively across many sports but specialises in golf. David has coached some of the worlds top 100 and 200 USPGA and European PGA tour professionals enabling them to raise their game by lowering their stroke average, missing fewer cuts, gaining more top ten finishes and winning their first or more tournaments. He has also been very successful at revitalising slumping careers by quickly recapturing lost form. His work with amateurs has enabled them to quickly lower their scores and handicaps, as well winning the coveted monthly medal. His golf work is focused on helping players of all abilities to be the best and most successful at their game.

- A CD/Talking Book version of this written book is also available.



www.MattAndBuzz.com/Golf

Draft Sample Introduction and Chapter

Matt and Buzz™on . . .

MENTAL TOUGHNESS for SENSATIONAL GOLF

*How to overcome your mental bunkers and play to
your full potential. By overcoming nerves and
fear whilst boosting confidence, concentration
and consistency*

David Norman

1. About This Book

In this book (book I) the chapters address the important mental fundamentals of; visualisation, self-talk and language choices, managing feelings and states, and being calm and relaxed. Removing fear and anxiety (eliminating choking and the yips) and managing frustration, failure and anger. Mental preparation before playing (travelling to the course and locker room). A comprehensive preshot routine. Switching off in-between playing, even with incessant banter, to 'smell the flowers' on the fairway. Plus 'armchair golf' mental game editing routines that will create memories of great games, shots and holes, that can be replicated!

One distinctive section, not covered in any other book, are detailed techniques for learning practical and solid mental preshot routines for the long game, short game and putting modelled from detailed research on the proven methods used by Tiger Woods and Jack Nicklaus. These have been adapted for use by any amateur player who is serious about their game. And includes aspects like; developing tunnel vision to avoid course bunkers and water hazards, cutting out distractions, and boosting concentration and confidence.

**Inspirational and
entertaining yet innovative
and pragmatic**

The story is a carefully
crafted fictional dialogue



between two distinctive animal characters. One is an inspirational yet slightly eccentric advisor Dr Matt Moose, and the other a pragmatic and down-to-earth business manager Mr Buzz Bear.

Structured story-telling (isomorphic metaphor) that incorporates carefully designed steps, sequencing and language is a powerful way to shift beliefs, alter habits and change behaviour. With the dawn of advanced human change technologies the combination of exercises as part of the story offer a unique solution (just by reading the dialogue) to effortlessly and automatically accelerate learning (installing) to quickly acquire a new skill, behaviour or capability.

2. Some background FYI

The books are an entirely fresh, exciting and novel approach to accelerated golf performance improvement, learning and development. The groundbreaking methods described offer practical solutions at the cutting-edge of many of today's most important golfing challenges for players at all levels. A few characteristics of this new breed of (Matt and Buzz on . . .) golf psychology books include:

Entertaining and innovative - Specifically designed to make learning effortless, by using a compelling, enjoyable and easy to learn style. Directed at players of all levels from beginners who want to rapidly lower their scores, to those with handicaps at all levels who want genuine and sustained breakthroughs in performance, to scratch players, and the world's top 100 PGA professionals who want to lower their stroke averages and win prestigious tournaments.

Read whole book in a couple of hours max - each book topic will be self-contained and accompanied by some simple tables, charts

and graphics.

Sample chapters will be available as free PDF eBook downloads. The dialogue-story-telling format will be available as a 'talking book' and available on a CD.

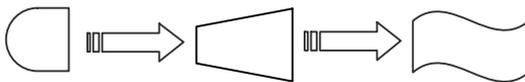
Unique format

- combination fiction/non-fiction (FACTional?) - the main body of the book is a fictional dialogue story (to accelerate and install the learning) and a non-fiction

'Matt's Story Notes . . .,' guidelines and steps (information transfer).

Keys:

Matt's 3P's of Mental Toughness Learning



A. Prepare

- Home
- armchair
- standing

B. Practice

- Home
- Office
- Practice range/round

C. Play

- Course

- Read book/attend M&B workshop/clinic

Matt's Guidelines - are a reminder of the steps and activities to follow:

- 1.
- 2.
- 3.
- 4.
- 5

Matt's Three dots (. . .) - in the middle of a sentence indicates a pause, enabling you to take as long as your brain needs to process the suggestion (can be grammatically incorrect), from perhaps a few seconds to a minute or two. However long it takes is right

One-day practical workshop event

<http://www.mattandbuzz.com/golf/> is available for players to learn the techniques without reading the book or listening to the

CD, or they wish to broaden their knowledge or deepen their mind game skills.

3. How to get the most out of this chapter and book

You may prefer to just read the dialogue in the story, or you may want to experience the skill-building tools and techniques at a deeper level by carefully following Matt's 3P's of Mental Toughness Learning, Matt's guidelines for review, the three dot mental absorption pauses, or you can read the additional notes in Buzz's Story Notes . . . :

- **Matt's 3P's of Mental Toughness Learning** - just following the story dialogue is an amazingly effortless way to learn:
 - A. **Prepare** - You can simply remain in your favourite armchair. You may care to pause and reflect at various stages, this can be done with your eyes open or shut. For some techniques you may prefer to stand and hold an imaginary club in your hand. Some exercises are repeated to build, reinforce and improve your memory.
 - B. **Practice** - You may find for some mental skills it will be beneficial to deepen the learning in your memory. You can just run the exercises through in your mind, paying attention to ever more qualities and details imagining your; pictures to be clearer and bolder, the sounds more in tune and feeling more in touch, with how you want your game to become. This can be done in spare moments in the office, in a traffic jam, waiting to board a plane, on the practice range/putting green, and so on.
 - C. **Play** - on the course. Forget practicing. Devote all your attention to playing.

- **Matt's three dot . . . pause.** Very often this is deliberately grammatically incorrect in order to encourage the brain to process the instructions in a specific manner. However long you take, from just a few seconds to a minute or two, is just right for you.
- **Matt's guidelines** - are a recap of the main steps and pointers required in consciously learning a specific particular mental game pattern.
- **Matt's story Notes . . .** - provides additional background information. If you do not wish to break up the story they can be read later, or as you make progress through the story you may prefer to break at that point. Whichever suits you best is right.

3. Brief Feedback Questionnaire

If you would like to give us some feedback we would really appreciate this?

Does the story dialogue make sense to you?

Do you like the font? Or would a standard business (times, courier, etc) font be easier to read?

On a scale of 0 (low) to 10 (high) please self-rate?

How much did you learn about the technique?

How confident are you in being able to do it now?

With some further practice do you believe you will be able to master it?

How useful do you believe it will be to you when playing?

Any other opinions, ideas or tips?

Please click on this link

<http://www.mattandbuzz.com/golf/contact.asp> to send us your comments.

About the follow-on books II and III

Book II will be about taking your game to a new level and competitive mental toughness, and Book III will be about corporate golf - winning in golf and business - how to use the game of golf to make snap (and accurate) personality assessments, team-building and apply skills that hone playing performance and act as a metaphor for being applied directly to business.

DRAFT SAMPLE CHAPTER

This rapid learning exercise incorporated in the story dialogue can be read in your favorite armchair in the comfort of your lounge at home, your office, any quiet place, or out on the course when you are practicing on your own. It is recommended you do not practice any exercise when playing.

3. In-between playing (surround awareness) -
enjoying the scenery, hearing the birds singing, feeling calm and relaxed and smelling the flora

From the comfort of their favorite well-worn but elegant high-backed leather armchairs, Buzz recounted to Matt a problem he had the last time they played a friendly round together on their favorite golf course.

"If you remember Matt it was an ideal playing day, a bright morning sun and a light summer breeze. After teeing off on the third par four, if you remember, I missed the fairway and my ball came to rest in some deep rough. As I began ambling down the fairway my thoughts immediately became riveted on the next shot. Beginning with a barrage of negative inner-talk blaming myself for the misjudged tee shot and imagining how that mistake and the difficulty presented by the next shot may scupper my chances of scoring a one over par for this hole. What a prat, I told myself at the time."

Matt quipped, "I could tell at the time, by your tense face, twitchy nose and slouched shoulders that things were not going well?"

"I was pretty unhappy with that tee shot and I let it get to me. It always does despite knowing I should be admiring the scenery, enjoying the beautiful surroundings and, as Ben Hogan said 'smelling the roses,' I just can't help bad mouthing myself. It's not just on this hole but I am really hard on

myself and beat myself up whenever I hit a bad or misjudged shot. Is there anything I can do about this to get me out of this impasse Matt, does a technique exist that will solve this problem once and for all?"

"There certainly is," murmured Matt. "The simple but unhelpful suggestion is you just need to switch off and enjoy the walk."

"I know that, but I can't do that. The harder I try, the more intrusive and negative the thoughts become, besides seeing pictures in my head of looming disaster, I feel bad and my fragile playing confidence evaporates."

Matt explained to Buzz that he knew of a quick and easy to learn technique that automatically takes your mind off the game in-between shots. It cuts down on self-chatter and reduces body tension. It also expands your in-the-moment awareness so you can fully take in and enjoy the scenery, hear the birds singing, feel calm and relaxed, and smell the flowers.

"So." Enquired Buzz excitedly. "What is it called and how can I learn it?"

Matt responded, "The technique is called Surround Awareness." And he went on to explain how devastatingly effective it can be in a diverse range of sports giving some of the worlds most famous sportspersons an 'unfair' advantage over their less well-informed competitors. As any player will tell you the time in-between shots in golf can be anything up to 90% or more of playing time. Depending on how you measure it. And that's a whole lot of time for self-blaming, self-criticizing and bad-mouthing your own poor performance.

"Are you ready to learn how to do Surround Awareness Buzz?"

"Absolutely. Lets go then."

"Buzz before we start I would like you to put your glove on. We will use this in a few moments to help you remember

and activate the technique automatically. Now . . . find a small stationary object on the wall in the room . . . about eye level . . . it can be a distinctive mark, a number on the wall clock face or a small feature of a painting hanging there . . . and as you fix your gaze on that point . . . pay particular attention to any details about it . . . and whilst keeping focus on that point . . . begin to soften your eyes . . . and now begin to notice other objects surrounding it "

At this point

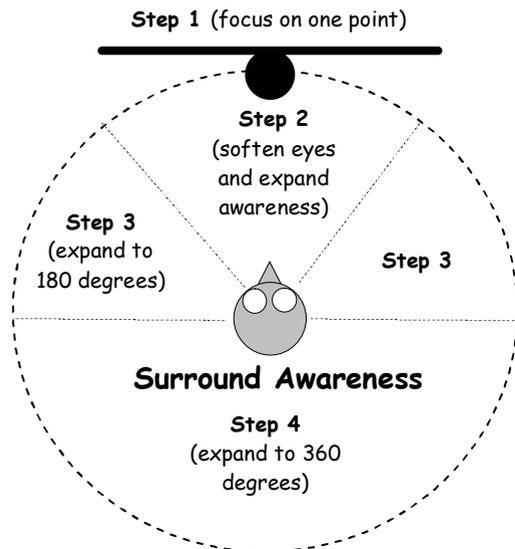
Matt paused and asked, "How's it going Buzz?"

"Fine. I've focused on the number 1 on the clock, and am noticing the other numbers and hands and the case, and beyond. Is that OK?"

"That's perfect . . . and now just allow your awareness to expand even further . . . going beyond the

clock's boundaries . . . and around you panoramically to the corners of the room . . . not just visually . . . and you may begin to notice hearing some different sounds . . . and feeling . . . and smelling . . . more than you did earlier, as well."

Matt then asked Buzz to outstretch both arms straight in front of him, and as a test asked him to wiggle his fingers, whilst at the same time moving his arms horizontally away



**Heightened seeing, hearing and feeling
(and smelling?) for 360 degrees**

Matt's In-Between Playing - Surround Awareness

Automatically cuts out self-chatter, lowers body tension and allows you to enjoy the scenery, hear birds singing and smell the flowers.

1. **Fix your gaze** - on one specific point (foveal vision = 1%) in the room you are in (and on the course)
2. **Soften your eyes** - keeping your eyes fixed on that point begin softening your eyes as you become more aware of the surrounding area
3. **Expand awareness** - not just visual, but sounds and sensations, even smell as well, panoramically up to 180 degrees - observe finger movement with both hands outstretched
4. **Notice changes** - as the experience becomes more compelling notice your jaw loosening and breathing slowing, your inner-chatter softens and begins dying away . . .
5. **All the way around** - just allow your awareness to expand completely surrounding you for 360 degrees (surround awareness/peripheral vision = 99%)
6. **Scenario's** - repeat three times gazing at different points. For these exercises and any time you practice put a glove on and fasten the Velcro. Coinciding with the peak of each experience rip open the Velcro fastening and remove glove.
7. **Guaranteed to work every time** - the trigger to ensure that Surround Awareness activates automatically every time when seeing, hearing and/or feeling tearing the Velcro fastening will fire off the Surround Awareness automatically in future.

from each other in an arc until they were 180 degrees apart and check if he could still notice his fingers moving. Confirming

he is experiencing Surround Awareness.

Buzz told Matt that he could easily observe the flickering finger movement of both hands and could also move his hands slightly further behind his back a few more degrees, as he leaned forward in his chair.

Matt continued, "And as you savor that experience . . . I now want you to carry on letting everything completely surround you . . . for the whole 360 degrees . . . and whilst you deeply experience that . . . be there now . . . and see what you see, hear what your hear and feel what you feel . . . and now as you approach the peak of that experience I want you to purposely tear open the Velcro fastening with a loud rasping sound . . . and pay particular attention to what you saw . . . and felt, as well."

'How was that Buzz?'

"Amazing. Though I need to practice it a few more times to really get it. Besides experiencing greater awareness around me by seeing and hearing things I hadn't noticed before, I also had a stronger sensation of what was happening around me. In addition I noticed a significant shift in my breathing and my jaw dropped open and seemed looser than normal. I found it profoundly calming and I felt much more in control."

Matt went through the exercise with Buzz three more times whilst gazing at different objects to really embed the experience and each time deliberately linking the heightened Surround Awareness experience to the deliberate ripping of the Velcro glove trigger. He explained that the purpose of tearing the glove Velcro open was to create a unique trigger and automatic association between the Velcro ripping and the intense Surround Awareness experience.

Reflecting on each of these three practice exercises Buzz confirmed to Matt he could hear the loud rasping of the

Velcro tearing, clearly witness the opening on the back of the glove, and sense the unique feeling on the hand and fingers tugging off as the glove was removed. With each example he felt more strongly associated with the Surround Awareness experience. This is now a reliable, robust and repeatable signal that will reactivate the best state for the in-between playing time. Routinely. Automatically. Every time.

"Pretty amazing stuff," Buzz thought to himself.

"Now Buzz, put the glove on, fasten it and get comfortable for a few moments. Be careful not to catch your claws. I now want you to unclasp the Velcro fastening with a loud rasping sound and notice what happens? That's right. Very good."

"Its astounding, I really get the identical awareness and sensations I just had with the Surround Awareness exercises. It certainly feels as if the two are tightly connected. The experience was almost 'zone-like' and just by ripping the Velcro open"

Buzz then explained to Matt that he had a couple of queries? Like he wanted to know if the feeling would weaken and evaporate, or worse desert him completely if he doesn't play for a while? He was also curious to know if there were ways to top-up or strengthen the feeling? And he was wondering how to deal with interruptions like the typical banter you get with playing partners on the course. When you would drop out of Surround Awareness and need to switch it back on?

"Well, the feeling is 'installed' for as long as you want to use it. By the time you have played a full round this in-between calm and relaxation will be fully embedded in memory, and will be available as a powerful resource for as long as it's useful to you, perhaps even for the rest of your playing life.

Although not necessary, you can top it up from time to time by practicing at home or in the office and naturally using it on the course will reinforce the intensity and keep the sensations fresh.

As regards stepping back in after an interruption just by refocusing on any small object or specific point and softening your eyes you will quickly and naturally fall back into Surround Awareness for as long needed."

When you are approaching the next shot Matt explained you will automatically drop out of Surround Awareness as you get refocused to approach your ball or by putting on your glove will begin the pre-shot routine cycle that will change your preparedness to play the next shot in any event."

Matt's Story Notes . . .

Expanded awareness is achieved by activation of the parasympathetic nervous system otherwise called the relaxation response. Mastery will enable you to create not just forward facing - up to 180 degree awareness, but a full 360 degree awareness in all senses of seeing, hearing and feeling all around you, like a sixth sense.

Just 1% of a person's visual field is foveal or normal vision. Surround Awareness uses 100%, and surprisingly even more, of the visual field. Apparently optical neural pathways act like a third eye means we can even 'see' with our eyes closed.

The body becomes totally relaxed and the brain exceptionally alert. You become at one with yourself and your surroundings. Physiological shifts include defocused eyes, loosening of the eye muscles, facial relaxation and loosening of the TMJ (temporomandibular joint). Typically followed by a lower and deeper shift in diaphragmatic breathing.

This is also the magical state to which many esoteric traditions refer. In this 'uptime' state you have greater awareness of your energy field and your internal chatter becomes less intrusive. With regular use it will even silence or shut down your self-talk completely and instill a state of total calmness.

A powerful and closely guarded secret giving many professional sports persons from the martial arts, to team sports like football, rugby and hockey, and even Formula 1 drivers an 'unfair' competitive edge.

Return to main website <http://www.mattandbuzz.com/golf/>