# The Invisible Opponent Called Average

# And His Sidekick Ordinary

A Guide to Encourage & Motivate Young Athletes

To Catapult Their Lives above Mediocrity

 Into the Realm of Passion, Commitment & Achievement

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I teach Middle School kids and I get a new group of kiddo’s every 22 days. One of the first nuggets of wisdom I teach them is the 80/20 Rule. I was taught the 80/20 Rule when I was in the financial services industry and it went something like this…

* 80% of the worlds’ wealth is controlled by 20% of the people.
* 80% of the worlds’ population work for the other 20%.
* That would mean that the 20% own a business or have a controlling interest in a business.
* 80% of the salaries and bonus’s given out by a company go to the top 20% of its workers. (This meant a lot to me because only the top 20% of our sales force went on the company “top gun” trips around the world like Hawaii, Europe, the Caribbean, etc.)
* 20% of the people get 80% of the RESULTS in this world!
* The top 20% didn’t get to the top by accident, we needed a plan!

I prove the 80/20 rule to them the next day when their simple extra credit assignment is due and I find that 20% or less are able to get their parents signature on our Code of Conduct and type out a handout from my website…yet 100% of them said they wanted the extra credit bonus!

![MPj04227880000[1]]()In 1957, Harvard University did a survey of how many graduating seniors had taken a few minutes to complete a certain activity. They found that only 3% wrote this certain activity on paper. 20 years later they followed up with all the ’57 grads and they discovered that the 3% who did this, made more money than the other 97% combined! Imagine, you go through 16+ years of school, they don’t take even one hour to teach you how to do this, yet it could catapult you into the top 20% of the worlds wage earners, athletic superstars, or make you a better, more productive person.

OK, enough of the Math and History Lesson, I hope you get the point. What this rule boils down to is that 20% of the people are getting 80% of the results and 80% of the people are getting only20% of the results!

Believe it or not, only 2-5% of folks have written down these valuable tid-bits, 15% have them floating in their minds (=20%) and 80% don’t have any clue at all what’s in store for them!

So, what is average? What is ordinary?

Average and Ordinary is normal achievement, conformity to the norm, the condition of being normal, 2nd class, common, regular, familiar, usual, customary & unexceptional…the 80% are normal and marching to that ho-hum beat!

Where will you end up if you march to that average & ordinary beat?

Mediocrity is a region bounded on the North by compromise, on the South by indecision, on the East by past thinking, and on the West by a lack of vision. Herein this kingdom lives the two insidious opponents we all face daily; Average and Ordinary. Each day they awaken to scheme and plan how they will pillage and plunder your potential, misguide your mission and rob you blind of your life’s vision. Again, 80% of the world dwells in this kingdom…

Don’t you want to be extraordinary; super, outside and above the norm, going far beyond the ordinary, testing and breaking the limits, exceptional, remarkable, and marching to a different beat, the beat of the top 20% of humankind?

![MPj04037520000[1]]()**Every morning when your feet hit the floor, you should think on the offensive. React like an invader. Take control of your day and your life. The walls of preparation must be erected and a moat of motivation needs to flow out from your battle room. You must put together your daily** plan to work your offensive **in this world…**If you don’t, by default, you have left the enemy, Average, into your kingdom **and he won’t stop until he has pillaged your potential and you succumb to doing average and ordinary things.**

![MPj04395580000[1]]()**How do you become Extraordinary and a Superstar in Life?**

**Teach yourself goal setting and mental dynamics first**, that’s what those 3% of Harvard U Grad’s did and the top 20% do. Next, study nutrition and training. **Until specialized knowledge is linked with purposeful goals**, the knowledge is useless and **there can be no intelligent accomplishment**. When you are done with this Guide, I would suggest you go to my Brain Training link and take the time to set goals, write down the steps to accomplish them and the self-talk to back them up. That will put you ahead of 95% of athletes and non-athletes alike. (Place Link) (we will cover this at practice next week!)

![MPj04387460000[1]]()If you want to be a success, **it's your responsibility and duty to learn how your mind works and take conscious control over the programming** that goes into your mental goal-achieving "super-computer" known as your subconscious mind. You must tell your subconscious what to do…

If you choose not to set goals in an orderly, scientific fashion, that's certainly your prerogative, but then by default, you've set a goal for non-achievement. If you fail to give specific instructions to your subconscious, or if you unintentionally give the wrong instructions, you're using the power of goals in reverse. **You have just committed to staying in the bottom 80% of society by DEFAULT!**

**Do you know why so few people write down their goals?**

* The majority of individuals don’t understand the importance of goals
* They don’t know how to set goals
* Fear of Rejection…every time they set a goal, someone said they’ll never achieve it
* So they become afraid, afraid that they might fail

Your subconscious mind works by natural law, which means that if you set your goals in a manner that's in harmony with natures mental laws, you'll achieve those goals with mathematical certainty.

![MPj04387270000[1]]()Your goal setting mechanism is infallible and it cannot be turned off. It operates 24 hours a day, 365 days a year, awake or sleeping. **Since it is working relentlessly for you, why not make sure it is doing what you want it to, seeking out solutions to your dreams and goals?** If not, **it defaults to thinking** negative thoughts, fearful thoughts and you go into defensive mode rather than offensive mode.

**Once you’re committed to taking control over your domain,** you need to **be persistent**. Persistent people begin their success where most others quit. We need to be people of persistence and endurance. Here’s a good one, *“****One person with commitment, persistence, and endurance will accomplish more than a thousand people with interest alone.”*** Never feel like you don’t have enough in you to get started and persist at what you want to accomplish, **“It’s not what you have, it’s what you do with what you have that makes all the difference.”**

![MCj02873170000[1]]()As Josh Billings once said, *“Just be like a postage stamp! Its usefulness consists in the ability to stick to something until it gets there.”* Stick to your endeavor until you get to where you want to go, your destination, and then pick your next kingdom/goal to vanquish.

When you have a vision for your life, set goals to get all the pieces in place and you have the persistence and perseverance of a bulldog, you cannot fail. You see, a bulldog’s nose is slanted back so that when it comes time to latch onto its enemy, it can still breathe and stick with it, until it wins the battle! Now, that is persistence. You need to be passionate about your life’s quest. Most winners are just ex-losers who got passionate. One of life’s saddest sights is the person who has lost his enthusiasm, his passion, his zeal. When you add passion to a belief, it becomes a conviction.

* Ultimate Success is inevitable as long as you keep on keeping on
* Self-Discipline is persistence in action
* Your persistence is your direct measure of your faith in yourself & your ability to succeed
* Your Ultimate success then depends on how ready and willing you are to pick yourself up and get back to the process of sticking to it!

![MPj04372340000[1]]()Driven by passionate conviction, you can do anything with your life. Thomas Edison failed thousands of times while he tried to invent the carbon filament for the modern day light bulb, even while people mocked him and said there was no future in electric lighting! To them he would say, *I didn’t fail, I just found 5,000 ways not to build the bulb*! He in fact, hung in there and was successful in his passion to light the world. Thank you Thomas!

What are you passionate about? **Decide what motivates you & set some goals.** Look at your life and chose where sport, fitness and maybe competition fit. Here are the tools to take an inventory of your goals and have a place to write them down. Once you write your goals down, you will need to think of 3-4 steps you’ll need to accomplish your goals. You’ll then write them down. This is what you need to put into your daily schedule.

![MPj04393280000[1]]()Remember, no matter how big your goals look, when you break them down into manageable chunks, it only takes a little while to get each step done. In no time at all, you will take care of step after step and arrive at your destination. You will have risen above mediocrity and joined the 20% at the top. You will be King of your dreams. You will be ready to conquer new lands and fulfill your destiny.

Is your journey going to be easy? No. Most people are weak and follow the path of least resistance, i.e. mediocrity, and end up where the 80% are; “Averageville”. Larry Bielat once said, *“Following the path of least resistance is what makes men and rivers crooked.”* One of the hardest things about climbing the ladder of success is getting through the crowd of copies at the bottom. You need to be a fresh original; you’re the only one in all of creation who has your set of abilities. You’re special, you have what it takes to climb high above average and into your destiny so long as you don’t let your dream die….Did you know that your sub-conscious mind would never let you dream a dream that you are not equipped to fulfill?

Will you make mistakes along the way? Yes. Does that mean you failed? No. No one ever achieved worthwhile success who did not, at one time or another, teeter on the edge of disaster. Failures and mistakes can be a bridge, not a barricade to success. Failure may look like a fact, but it’s only an opinion. Failure is the opportunity to start over more intelligently. It’s not how far you fall but how high you bounce that makes all the difference. The person who never makes a mistake must get awfully tired of doing nothing. Lastly, success is getting up just one more time than you fell down. **Guess what?** 99% of success is built on former failure.

![MCj04259260000[1]]()While you are on your journey, Average and Ordinary will be speaking to you, trying to pull you down into the land of Mediocrity, so you will have to speak out the things that you want to come to pass in your life. These are called affirmations or Self-Talk. (Brain Training) They to can be written out as a constant reminder of what is important to you, what you are committed to see happen in your life and why you are so persistent in your journey.

Finally, I just want to say, **there is very little that separates the top 20% from the bottom 80%;** all they did was:

* They thought things out & wrote things down on paper
* They wrote down the reasons for or benefits of reaching each goal
* They came to terms with the price they were willing to pay to get there
* They figured out the small steps they would need to reach their goal
* They figured out the obstacles that might get in their way and how to overcome them
* They scheduled the small steps into their daily routines
* They kept checking things off until they got to where they wanted to go, letting nothing keep them from their ultimate success!

**Here is the last example of the 80/20 Rule:** 80% of the value of any list of activities is contained in 20% of those activities (“To Do” Steps List), so learn to prioritize. Try this; say to yourself*, “If I was going on vacation for a month, which one or two of these “to do’s”* ***must be done*** *before I go away?”* That is a good way to prioritize which is the absolute best use of your time and assure you get the top 20% of your activities completed each day before other things in life distract you.

![MPj04383950000[1]]()**You have taken the first step** and shown, that just by reading this…**you have the desire** and **possess what it takes to better yourself.**

You see, change is inevitable. By writing down your goals, you are commanding change to go in the direction you want it to, not letting it take you where you don’t want to go.

To put your goals, steps and self-talk on paper, I would like to offer you Part Two of this Saga. So, **please open up** your copy of **Brain Training…Defeating Average and Ordinary in the battlefield of your Mind.** It can be found on my welcome page where you found this report. Please start the process as soon as possible and **We will get to this at practice. We will review your goals and help you do what you need to do to achieve them! If you haven’t started your summer training runs, start right now…that is an action step to move you towards your goals.**

*You have taken a major step in the right direction regarding your future success and how to live out what really matters to you. Follow through with the exercises recommended in this Guide. This is the first step in Goal Setting. You need a Why before you execute the How!*

*We will be working through the next steps together as the season unfolds.*

*To you Success,*

*Coach Lopatic* ****