

## Racer EMC script Final

Congratulations on completing your  
race weekend performance assessment.

But more importantly, you've just  
qualified for something that could  
define your entire racing career.

We only release this exclusive  
training three times per  
year, and only to riders who've  
proven they're serious about  
breakthrough performance  
by completing our assessment.

I am Craig Muirhead, a flow  
performance coach with  
nine seasons of experience.

Working with riders  
in the British Superbikes Junior GP

and

and MotoGP Paddocks.

I've discovered exactly why  
some riders break through  
to consistent podiums while others  
plateau forever, no matter  
what they spend on machinery.

If you're watching this, you've felt  
what every serious racer

I work with has experienced.

That crushing moment when you see  
the timing screen showing someone  
a second more faster  
in identical conditions on the same  
bike with the same rubber.

That sinking realisation that despite  
spending 40,000 pounds,

but

plus

this season on engine work,  
suspension upgrades and extra track  
time, you're still watching  
others enjoy podium celebrations.

While you are stuck way down  
the order, you're approaching  
the chicane on your favourite track.

Your data guy has shown you can  
carry 5 miles per hour more.

Hell, you've done it in practise.

But as you approach the braking zone,  
there it is again,  
that microscopic hesitation.

You roll off more than you should.  
Just enough to cost you 0.5 seconds  
through the chicane half a second  
that put you P14 instead of P5.0.5  
seconds, that puts you back in the  
mire instead of getting away with  
the front runners, costs you a  
potential podium half a second that  
makes sponsors question if

your

championship material.

If you've ever felt that devastating  
gap between what you know  
you can do and what you  
actually do when it matters, you're  
in exactly the right place.

We did all this with,  
Andrew Clark in the usa.

His focus was  
on upgrades and bolt ons.

He literally spent a fortune  
on his bike on making it the,  
the best version it could be.

He, he upgraded the engine, he  
had the suspension redone, he  
had works bolt ons put onto the bike  
to make it the fastest.

The problem was, after doing all  
that, he was going no faster.

He was literally plateauing  
and getting no more speed.

We applied the Camino process and as  
you can see from this message,  
Andrew went back to Daytona.

He'd been there before, he'd set  
a personal record and he beat  
his personal record by a second  
and a half on the same bike  
with all the upgrades, but this  
time applying the Camino  
process.

So a great job done by Andrew.

You're currently inside our exclusive  
training platform, the Exact  
same system used by drivers earning  
podiums all over the globe.

As you experience this training now,  
notice how different it feels  
from typical online courses.

But here's what separates  
the serious from the casual.  
You have exactly 72 hours  
to watch this performance training.  
You have 24 hours to complete today.  
Tomorrow you will get an email  
and SMS notification for the day two  
release and you have another  
24 hours to watch day two session  
and the same pattern for day three.  
Complete all the three  
sessions and you get to keep  
this training forever.  
Miss a day and the free  
training disappears.  
Think of it like this.  
If you miss your break in marker,  
you won't make the corner.  
Miss this deadline and you'll  
miss the breakthrough that  
transforms your racing forever.  
What I'm going to share with you over  
the next three days is a unique  
approach that removes what has been  
holding you back so far and gives  
you the Camino process to  
supercharge your mojo, race at your  
best and get those results you have  
been dreaming of.  
We did all this with Rashid  
Sahiri in India who is racing  
in the NSF250 series.  
He's in a one mate series.  
He's got everybody on the same  
bike, everybody's got the same  
settings virtually and he's got  
a rider coach who's working  
with him but he's also working  
with everybody else in the  
series.  
So he's gone into overthinking mode.  
Why am I 10th with the same  
package as everybody else  
and the guys at the front are  
beating me every weekend?  
So he's gone into this  
overthinking stage and he was pretty  
quick in free practise  
when there was no pressure.

But as soon as he got to  
qualifying and the pressure was on,  
he went into overthinking.  
He'd catch up a slower rider  
at that point.  
He'd then do I overtake  
him before the corner?  
Do I wait until after the corner?  
And he ended up not making the move.  
He ended up calibrating himself  
to the pace of the slower rider  
and, and through the  
overthinking was never be able  
to get past him which meant he  
qualified badly which obviously  
affect his races.  
We then were able to go to work.  
We applied the Camino process and we  
could turn this around for him.  
As you can see from this  
message, he's gone to Malaysia  
and he's won the whole race.  
He's done a fantastic job  
by applying the Camino process.  
He also got selected for the Asia  
Talent cup and he's doing a  
great job again fighting for  
that top 10 and, making progress  
applying the Camino Process to  
his challenges in the Asia  
Talent Cup.  
So these results are not typical.  
Your results may vary  
from other students  
because everyone is different.  
But what I'm going to share  
with you today is how  
we work with our riders.  
Applying the Camino Process and what  
you do with that is up to you.  
But it hasn't just worked for them.  
Our process has been proven  
by hundreds of racers in different  
classes, different ages  
and in different countries.  
So if you're on this training  
right now, you are probably not  
getting the results that you want.  
You're busy, you're training

on your fitness, you're cycling or  
mountain biking, you're going  
to the gym, you're doing track  
days for extra track time.  
You've maybe got a rider coach to  
help you with your riding technique.  
You're riding mini bikes,  
on carting tracks, and you're doing  
motocross or flat track to help  
with your bike control.  
So you're busy and you're active.  
But the problem is, is none  
of that is working.  
And you're also doing  
exactly the same as everybody  
else on your grid.

And

they're doing exactly  
the same fitness training,  
they're doing exactly  
the same things you're doing.  
So what's actually separating you  
from the rest of your grid  
and what you're not getting  
is you're not getting the vital data  
you need to help you improve.  
So without that data, it leaves you  
feeling in puzzle solution mode.  
You cannot understand how somebody  
can be so much faster than you are.  
You feel like you're on the limit.  
If I go any faster round

turn

one,  
I'm going to crash.  
So how can somebody be half a second,  
a second, sometimes two seconds  
faster than me in that sector?  
It just doesn't make sense.  
You feel like you need to upgrade  
the bike and spend a fortune  
on the latest xyz because that's  
what people are winning on.  
You're having no fun.  
You want your mojo back because  
you used to be quick, but you  
don't know how to be quick again.  
And you're hoping that the next  
round will be better than the last.

But you're also being pulled  
in many different directions.  
You have people telling you  
that,  
that it's your riding technique.  
You get people telling you  
that it's your fitness.  
You get people telling  
you that it's your setup.  
You get people telling you  
that it's your mindset.  
So all of a sudden, what do you do?  
You know, where do  
you go to fix this?  
You're getting pulled in so  
many different directions that  
you're almost paralysed  
on knowing what to do next.  
And your race weekends turn  
into a roller coaster,  
emotionally and on the timesheets.  
You don't know if you're going  
to be back where you want  
to be or whether you're back  
in the mid pack or below.  
You really do not know what  
this weekend's going to bring.  
You're hoping it'll be  
better, but why should it?  
If you're not changing anything  
going in, how can you expect  
the outcome to be different?  
So what you're going  
to learn today is a brand new  
approach to your racing.  
Gain the edge over the competition,  
discover what makes a winning  
formula week in and week out,  
and how to supercharge your mojo.  
And you're going to get all this  
without needing to change  
the bike or the people around you.  
You're going to get it without  
the stress or more things  
to do on a race weekend.  
You've already got a job  
to do at the race weekend.  
We actually want you to do  
less things, not more.

You're going to get all this without  
long winded training sessions.

We can get this down to 10  
minutes a day and you're going  
to get it without needing to be  
a previous race winner, just  
like we did with Harry Cook.

Harry was struggling  
in the British Talent Cup.  
He was right at the bottom  
of the timing sheet

and,

and the problem was for  
Harry that the harder he tried,  
the slower he went.

So he was getting frustrated.  
He felt powerless.

You know, what can I do?

I can't try any harder.

Every time I try, I crash.

So he just felt that he was  
in

this

situation of not  
knowing what to do next.

We started to apply  
the Camino process.

Harry moved to another championship.

He moved across to the Junior  
Supersport 300 class and he starts  
to be fighting at, the front of  
those races and wins his first race

in,

in the super Sort class.

So a fantastic job by Harry, applying  
the process and, seeing the

result.

So who am I?

My name

is

Craig Muirhead and  
I'm a Flow performance coach  
and I have worked with hundreds  
of riders at all levels, right  
up to MotoGP and World  
Superbike paddocks for the past  
nine seasons.

Let me share something personal.

I used to be exactly where you are.

I had podium winning pace  
on an R6 in Dubai.  
It felt effortless, natural.

And

then I stepped up  
to a 1000cc bike in Europe.  
I spent a fortune on the latest R1,  
complete with all the mods  
and Spec upgrades, full Uhlins  
and a full Akrapovic exhaust.  
The works.

Suddenly I was slow,  
confused and having zero fun.  
I was in what I now call puzzle  
solution mode, desperately  
trying to figure out what made  
me fast in the first place  
so I could replicate it.

The harder I tried,  
the slower I went.

Sound familiar?

What I have learned over the past  
seasons, working with riders in some  
of the most demanding championships  
on the planet, is where most  
races go wrong and how to fix it.

So who this training  
is for, it's for you.

If you are serious about your  
racing and you want to race  
at your best, it's for you.

If you've made changes  
to try and improve,  
but it's still not working.

You've changed the bike, you've  
changed the team, you've  
changed the tires, you've changed  
the people that work with you  
and you're still not getting  
the results that you want.

It's for you.

If you are determined to untap  
your full potential, you come  
away on a Sunday night knowing  
you could have done more, but  
you just don't know what you  
need to do to be able to get  
there.

You are ready to invest in yourself



instead of just buying the next  
shiny bolt on investing in the bike.  
So you've got a fast bike,  
but you're, a fast passenger because  
you're not the one that's  
tapping into your full potential  
to get the most out of it.  
You need to start to invest  
in yourself, not the bike.  
And it's for you.  
If you're ready to put in your  
best laps ever, you still feel  
like, you've got more in the  
tank and you want to be able to  
show that, but who is this not  
for?  
It's not for you.  
If you're looking for a magic pill,  
the Camino process works.  
If you work, it's not for you.  
If you're still in the blame game,  
it's everybody else's fault.  
Why you're slow, it's not for you.  
If you're not ready to invest in  
yourself, you're on a tight budget,  
your racing costs you  
just about everything already  
and you can't invest in anymore.  
This is not for you because this is  
a development programme that's going  
to help you move forward and soar.  
And if you're already at the limit,  
you're not going to be able  
to apply what we've learned.  
It's not for you if you're not driven  
to be the best that you can be.  
And, it's not for you if you're not  
serious about your racing and your  
results, you don't really mind.  
If you're mid pack, it's,  
it's okay if that's you.  
This is absolutely not  
the programme for you.  
Let me show you the invisible  
enemy that's been  
sabotaging your progress.  
You analyse your sectors.  
You know where you're losing  
time, but you can't seem

to find that extra speed.  
The frustration builds.  
So what do you do?  
You start investing  
in what seems logical.  
Suspension setup.  
Maybe it's the bike handling  
engine modifications.  
Maybe I need more power  
electronics package.  
Maybe it's the traction control  
data acquisition.  
Maybe I need more information.  
Extra track days.  
Maybe I need more practise  
rider technique coaching.  
Maybe I need technique help.  
Despite pouring thousands  
into  
their racing each season,  
most riders remain stuck firmly  
in mid pack while watching the same  
faces celebrate on podiums.  
The real culprits.  
7 invisible biggest mistakes  
that silently hijack their  
lap times before they even  
realise what's happening.  
Over nine seasons, working with  
riders racing in the Talent cup  
to the Isle of Man TT  
and  
I've  
identified exactly the seven  
biggest mistakes that separate  
consistent performers from  
perpetual struggles.  
These aren't technique issues.  
Your rider coach can fix those.  
These are, mental performance  
leaks that silently sabotage  
everything else you're working on.  
Most riders never discover these  
because they're invisible.  
You can't see them on data  
traces, they don't show  
up in video analysis.  
But they're there quietly stealing  
tenths every single session.

Today, you'll not only identify  
all seven, but you'll  
discover which ones are robbing you  
of your performance.

By the end, you'll understand exactly  
why your current approach isn't  
working and what to do about it.

As we go through each mistake,  
notice how many times you say to  
yourself, that's exactly what I do.

Okay, let's get started.

Big mistake number one.

Competitor obsession.

Research shows that when you  
give attention to your competition,  
you create what psychologists call  
attention residue.

Up to 30% of your mental processing  
power gets stuck thinking  
about what they're doing instead  
of optimising what you're doing.

You come in and the first thing  
you do is check where Billy  
Bob is on the timing sheet.

Asking yourself,

how can they be so quick?

What do they have that I don't?

How are they managing it?

That's 30% of your attention focused  
on them and not on you.

While in another garage, your main  
rival comes in and focus only on  
themselves, who gains the advantage.

Stop obsessing about  
their ammunition.

Start building more  
ammunition than they have.

When you have more preparation,  
more systems, more mental  
tools than your competition,  
you naturally stop focusing  
on them

and,

and start focusing  
on unleashing your potential.

Big mistake number two,  
the overthinking trap.

Your conscious mind processes 110  
bits of information per second.

Your subconscious processes  
4 billion bits per second.  
When you're overthinking, you're  
forcing your slow processor  
to handle your fast processor's job.  
It's like trying to run  
the latest Apple operating system  
on a Mac from 1995.  
Everything slows down, freezes  
up and eventually crashes.  
This is exactly what  
trapped Rakshith in India.  
He had the speed, but his conscious  
mind kept interfering with  
his subconscious competence.  
Every corner became a negotiation  
instead of an execution.  
As you begin to recognise this  
pattern in your own racing,  
you'll start to feel the relief that  
comes from understanding

what

what's been holding you back.  
Tomorrow, in day two, you'll  
discover the exact neuroscience  
technique that switches your brain  
from 110 bit overthinking  
to 4 billion bit flow state.  
So put a reminder in your phone  
to watch tomorrow's  
training when it's released.  
Big mistake number three,  
is not fully invested  
in themselves or their racing.  
There's a lot of people that come  
to racing that just enjoy  
the social gathering,

the

they  
enjoy the barbecue and catching  
up with their friends.  
They don't really care about  
their performance on track.  
We all know that racing isn't  
cheap,

is

not a cheap sport.  
But once you've decided to enter  
into a, into a series, the bike,

the team, the race truck, all  
of that money is spent and invested  
in taking part in the sport.  
So now it's about getting the best  
reward for that money spent.  
It's not like you can say  
to the organiser, halfway through  
the championship, I'd like  
my money back, please.  
That money's already gone,  
so the best way to get a return  
on the money invested  
is through your results.  
Big mistake number four,  
the try harder paradox.  
Neuroscience reveals something  
counterintuitive.  
The harder you try,  
the slower you go.  
You see, everything  
starts in the brain.  
Your thoughts create your  
actions and your actions  
create your results.  
When you're trying too hard,  
excessive effort creates muscle  
tension, which blocks neural pathway  
efficiency, which kills the precise  
motor control racing demands.  
Look at your progress bar right now.  
You're not forcing your way through  
this training,  
you're flowing through it naturally.  
That effortless progression,  
that's the feeling we want  
to replicate on track.  
Think about this.  
When did you set your personal  
best lap time?  
Was it when you were really  
Trying or when everything  
just clicked naturally?  
That state, where everything just  
clicks, is called flow, and we will  
go into depth on how to access  
more flow in tomorrow's session.  
As you relax into this learning now,  
notice how information flows more  
easily when you're not forcing it.

Big mistake number five,  
the frustration spiral.  
This connects directly  
to mistake number four, creating  
a vicious cycle that destroys  
seasons and careers.  
You try harder, make more mistakes,  
get more frustrated.  
More frustration makes you try  
harder, creating more mistakes.  
Many riders spend months  
struggling in this spiral.  
The promise is there, but frustration  
is blocking access to it.  
How many weekends have you  
left the track feeling drained,  
frustrated, questioning  
whether you belong in racing?  
How many times have you driven home  
in silence, replaying mistakes,  
wondering why it has to be so hard?  
This is what my clients  
have discovered.  
Racing isn't supposed to be  
emotionally exhausting.  
When you're in proper flow  
state, racing becomes  
energising, not draining.  
Big mistake number six, change mode.  
Chaos.  
When everything else fails,  
we convince ourselves  
the problem is external.  
We need the latest  
bike everyone's winning with.  
Maybe we need different people.  
Perhaps a new team will solve it.  
Over nine seasons, I've watched  
riders spend tens of thousands  
changing everything except the one  
thing that actually needed changing.  
What's happening between their ears.  
Here's the typical pattern.  
Write off the current season  
as things aren't good enough.  
Plan the changes.  
Spend massive amounts of money on  
new equipment, the team or the bike.  
Start next season expecting things

to be easier when they realise  
the results are the same.

Write off another season  
planning different changes.  
Stop changing the equipment.  
Start optimising the operator so  
you can perform on the same bike,  
at the same tracks

and

and against  
the same competition.

Big mistake number seven,  
the superstition trap.

When you don't understand

where

performance comes from,  
you create magical explanations.

Left boot first.

Specific fist bumps.

Lucky socks.

Here's the problem.

You apply these superstitions

even when you're

having terrible weekends.

You do everything right

ritualistically, but still

don't get results.

Why?

Because there's no causal  
relationship between  
superstition and performance.

Ask yourself, can you explain  
exactly why you performed well last  
time you had a strong weekend?

If your answer involves lucky socks,  
you're trapped in this mistake.

There is no science in that.

So you carry on hoping your  
lucky socks do the trick.

Because you have no idea where your  
performance actually comes from.

And, what makes a good weekend.

Tomorrow you'll see the actual EEG  
data that proves

performance is systematic.

Not mystical.

Measurable, repeatable, trainable.

Here's what it reveals.

When A rider is struggling

in a session.

These seven mistakes don't  
operate independently.

They create a compound effect.

Competitor obsession leads  
to overthinking.

Overthinking triggers trying harder.

Trying harder creates frustration.

Frustration leads to change mode.

The whole system breaks down.

So the big mistakes, to avoid  
worrying about the competition,  
overthinking, not fully invested  
in your racing, trying harder,  
getting frustrated, change mode  
and superstitions.

We applied all this to Finn Ascot,  
who's racing in the British  
Superbike Super Stock 600 class.

But the problem was

Finn was struggling.

He wasn't able to break through  
and really race the level  
that he thought he could.

And he was sort of mid  
pack and getting a bit  
frustrated by it all.

We started to apply the Kamino  
Process and Finn started

to move through into the top 10.

He started then to move into  
the top six and as you can see  
from here, he got a pole  
position and he got it by  
almost a second, which is  
virtually unheard of in the  
600 superstock class.

We're still working with Finn  
as he's moved up to the British  
Thousand Superstock class.

And as you can see, he's already  
fighting for the top 10s  
in the thousand Superstock,  
a massively competitive class  
in his first season.

So a fantastic job done  
by Finn, applying the Kamino Process  
and working on that  
progress all of the time.



Now, your action today  
after you finish this video  
earns you three XP points.  
Let me explain what XP points are.  
XP stands for extra pace, because  
we all want that, don't we?  
We use XP points all the way through  
our training on every programme,  
rewarding action being taken.  
Because in life and racing,  
it's taking action  
that makes all the difference.  
Watching videos and completing  
assessments earn you points that  
unlock the next training modules.  
Press the done button below the video  
when it's finished to get your  
XP points and below the assessment  
to get additional XP points.  
The riders who consistently earn  
XP points are the ones who get  
breakthrough results, the ones  
who just watch and do nothing.  
They stay stuck in the same  
patterns, wondering why  
their lap times plateau.  
The action for day one is  
to complete your seven  
biggest mistakes assessment.  
This isn't some generic  
quiz you find online.  
This is a scientifically designed  
assessment that analyses your  
specific mental patterns across  
all seven mistake categories.  
It takes about five minutes  
to complete and you'll get your  
personalised mental performance  
score immediately showing you  
exactly which patterns are  
costing you the most lap time.  
The assessment will show you  
your score in each of the seven  
mistake areas, how you compare  
to championship level drivers,  
which mental pattern should  
be your number one priority.  
Your overall mental  
performance score.

The assessment link is  
right below this video.  
5 minutes 3 XP points  
Complete clarity about your  
mental performance patterns.  
And here's what separates  
champions from dreamers.  
Champions take action immediately.  
They don't wait until tomorrow  
or when I have more time  
tomorrow in day two, I'll show  
you the exact neurological  
technique that championship  
riders use to eliminate these  
patterns completely.  
But first, you need to know which  
patterns are affecting you most.  
Go complete your assessment,  
earn your XP points, and get your  
mental performance score.  
Set a reminder on your phone  
right now for day two.  
Don't let this opportunity  
slip away like 80% of riders  
who choose comfort over  
riding their best ever laps.  
I'll see you tomorrow for day  
two, where everything changes.  
Welcome Back to day two.  
Quick reminder, this video expires  
in exactly 24 hours.  
So keep watching and don't miss out.  
If you're here, you've already  
done what 80% of racers couldn't.  
You showed up again.  
Of the 127 racers who gained  
access to day one, only 31 are,  
watching this right now.  
You're in the top 25%.  
That's not insignificant.  
Most people choose  
comfort over commitment.  
They say, I'll work on this  
in the off season or maybe  
the next round will be better.  
But not you.  
You showed up because deep down  
you know what the elite 12% know.  
Performance isn't

about trying harder.  
It's about thinking differently.  
Look at football.  
In a cup final, five players  
are chosen to take penalties.  
They all have the same fitness level,  
play for the same team,  
train as hard as each other  
and are wearing identical boots.  
Yet one scores and the other doesn't.  
The only difference is  
their mental approach.  
One stays cool, calm and confident.  
He's done this a thousand  
times in training.  
He picks his spot, trusts  
his technique and executes  
with complete certainty.  
The other second guesses himself,  
tries to come up with  
something completely new he's  
never attempted before.  
He's stressed, overthinking, worrying  
about the outcome, focusing on,  
don't miss, don't miss, don't miss.  
And guess what he did?  
He missed.  
It's exactly the same in racing.  
Same bikes, same track,  
same conditions.  
The only difference between the 88%  
who make up the grid  
and the top 12% who contend  
for podiums is mental architecture.  
You understand this.  
That's why you're here.  
That's why you showed  
up when 80% of others didn't.  
And you understand that we  
only open this exclusive training  
three times per year.  
Missing it means waiting  
while others break through.  
Notice how streamlined this  
training platform is.  
This is how we train  
all of our clients.  
You log in each day  
and

watch one 10  
minute focus session on championship  
level performance mastery.

This bite sized approach is the most  
effective way to learn and retain  
techniques

that

that translate

to real lap time breakthroughs.

This exact structure has worked  
for over 500 riders at every level.

From frustrated grid fillers  
to consistent podium contenders.

The mental architecture

that changes everything.

If day one was the diagnosis that  
revealed why you're stuck in the mid

pack, day two is the blueprint  
for joining the podium contenders.

Think of your racing performance  
like constructing a house where  
your championship dreams live.

Every strong house has  
three essential components.

The foundation, the supporting  
walls or pillars, and the roof.

The roof represents Your goals,  
your desired outcomes, personal  
bests, pole positions, podiums,

race wins and championships.

That's where you want to live.

But 88% of racers are trying  
to build a roof in midair.

They want the breakthrough session  
without building the structure

to support it consistently.

They want to join the elite 12%  
without constructing

the foundation that holds that  
performance together.

We all know that to build  
a strong structure, you need  
a strong foundation.

That foundation is your mental  
performance system, your processes  
to stay calm under pressure.

Stay focused when everyone  
else is distracted.

To keep cool, calm and confident,

no matter what

the

chaos

is happening around you.

And we all know a race weekend  
can be absolute chaos.

To perform consistently at your  
best, you need a mental framework  
that is repeatable, predictable,  
battle tested, delivering an  
internal architecture you can  
trust when the pressure peaks,  
when championships are decided,  
when milliseconds separate glory  
from disappointment.

Without this essential foundation,  
good weekends feel like luck.

And you can't replicate luck.

Bad weekends spiral into emotional  
disasters that destroy confidence.

Your lap times plateau despite  
maximum effort and investment.

Every session feels like  
you're starting from scratch.

You're trapped in the 88%, watching  
others progress while you stay stuck  
with a rock solid foundation.

Your best performances become  
predictable and accessible.

On, demand.

Bad moments become learning  
opportunities,  
not confidence destroyers.

Good.

You consistently access your  
championship speed under pressure.

Every session builds systematically.

On the last.

You Join the elite 12% who perform  
at their true potential.

Now let me show you the five  
supporting pillars that hold this  
entire performance house together.

Pillar one.

Mindset.

Your mental edge under pressure.

This isn't positive thinking or  
motivational quotes from Instagram.

This is performance neuroscience.

The ability to recover  
instantly from mistakes.  
Reset when a session starts  
badly and ride the next corner  
instead of reliving the last  
mistake for three laps.  
When you make a mistake,  
your brain floods with  
cortisol, the stress hormone.  
Most racers in the 88%  
carry this cortisol poison into  
the next corner, the next sector,  
even the next session.  
It's literally toxic to performance.  
The podium contenders  
are able to reset.  
They can get punted wide  
in turn one and be completely  
mentally reset by turn three.  
They can have a disaster  
in qualifying and start the race  
with  
complete confidence.  
This isn't talent, it's mental  
skills preparation,  
engineering your best sessions.  
The elite 12% don't hope  
for breakthrough weekends.  
They architect them.  
Pre session routines, mental priming  
techniques and off track habits  
that dial them in before they  
even swing a leg over the bike.  
Research from sports psychology  
shows that proper preparation can  
improve reaction times by 15 to 20%  
and reduce anxiety by up to 40%.  
That's the difference between  
a 1:32 and a, 1:30 lap time.  
While the 88% show up hoping  
they'll find their rhythm,  
the elite 12% create their optimal  
state systematically,  
predictably, every single time.  
Pillar three, the secret winning  
formula that only a select  
few know about in the paddock.  
This is Alvaro Bautista.  
And in Alvaro Bautista, in 2019,

when he narrowly missed out on the World Superbike Championship, he decided to make a change in his work moving forward and move away from his physical condition

to

because he felt he was already very strong, he was fit enough to do a triathlon, so he didn't think there was much margin for improvement there.

But he decided to work on his mentality and his mental approach to his racing.

And as he describes it here, it's a bit like telemetry for the mind.

What you get when you start to work on your mentality and your mental approach to your racing is better access to the flow state.

And that's where performance is at its best.

It's also known as being in the zone

and

it's also known as rhythm.

This was famously called rhythm by Valentino Rossi, who would say that he found his rhythm and then was able to make his way through the pack and win the race.

And being in that state, being in that peak performance state, as he says here, riding a race bike is an art.

It's a thing that you do because you feel something inside.

It isn't about the external factors, it's an internal space that you drop into that actually allows you to perform at your best.

Mark

Marquez describes

in an interview, the sensation of riding at the limits in the flow state is a wonderful feeling.

So we're getting that from three world championships, from Alvaro Bautista, from Valentino Rossi, from Mark Marquez, how

they're accessing a, flow state  
to be able to be at their best.  
So what is flow?

Will

flow up until the sort  
of 25 years ago

when

was seen  
as a mystical state, it came  
in meditation and trance  
and it came in sort of ninja style  
approach martial arts.

So you've got two areas of life  
that are high dedication and high  
discipline that allowed them  
to get into this flow state.

With the advent of eeg, which  
measures the brain waves inside  
the brain, they were actually  
able to recognise that, just  
about everybody who was  
sponsored by Red Bull was  
dropping into flow.

So we've got some really  
high flow activities.

Skiing is a very high  
flow environment.

Surfing also high flow environment.

You can get flow from playing  
a musical Instrument.

We've all seen a soloist  
where they're at one  
with their instrument.

They're just literally playing  
their music and everybody's in awe  
of what they're achieving.

And they're in flow.

You can also get flow  
from playing with your dog.

You're literally at one.

He's having fun, you're having fun,  
you're enjoying it.

Time flies by and you're  
in a flow state.

So flow is coming to us  
in many different ways.

But racing motorcycles is absolutely  
a high flow environment too.

And so what happens when you're



in flow is that things start  
to happen automatically for you.  
You're no longer thinking  
about what to do, you're just  
doing it and coping with what's  
happening as you do it.  
So it all feels sort of sequential  
and moves into the next  
thing automatically for you.  
Your inner critic is silent.  
That voice that's inside your head  
that's constantly telling you,  
come on, you've got

to

go faster.  
That guy was, you were  
beating that guy last year  
and now he's ahead of you.  
And you know, don't make  
a mistake, don't mess up.  
That inner critic that's always  
on talking to us in our head  
is actually silent in flow.  
So it feels great and we  
feel liberated when we're  
in that flow state.  
Time gets distorted.  
You've been on track for 40 minutes,  
but it only feels like five minutes.  
That's when you know that you've  
been in flow intuitively.  
You know what to do.  
You come up to a challenge  
and you know it's the right  
time to make the move.  
You know it's the right time  
to make the overtake.  
All of a sudden you're not thinking  
second guessing like we talked about  
Rasheeth earlier in the training,  
where you're second guessing  
and you're overthinking yourself.  
We're actually intuitively just  
knowing it's the right thing to do.  
And we make the movement.  
You're on the limit  
with ease and joy.  
The bike is moving around,  
you're getting slides,

you're having moments.  
But it all feels manageable.  
Your memory gets distorted.  
People will say to you after  
the race, you know, how did you make  
that move around turn one,  
overtaking those two of the bikes?  
And you'll say, I don't remember.  
And because the brain isn't sending  
energy to the normal places,  
so your memory isn't actually being  
activated that much, which means  
that you can't remember so much.  
And finally, the experience  
is the reward.  
Being in flow is actually a Great  
way to be, it's a great place to be.  
And you're also very hard  
to beat when you're in flow.  
You're on the edge, you're at lap  
record pace and it all feels easy.  
It's very common for it to be where  
you've got a race where you start  
at the back of the grid and you've  
got nothing to lose, so you just  
go for it and that triggers flow.  
Quite often this is  
absolutely replicatable.  
We have got a way, a process  
that can get you back  
into that space more often.  
Just like

Mark

Marquez says here,  
it's all about your mind.  
The differentiator comes from you.  
But there is a blocker to flow.  
Pillar four feedback.  
Learning at championship pace.  
The elite 12% don't just  
look at sector time.  
They understand

what

created those times.  
Every session becomes a data point in  
their improvement curve with clear  
actions for their next breakthrough.  
This separates winners  
from also rans.

Winners know exactly why they went fast and can replicate it.

The mid pack riders just hope it happens again and get frustrated when it doesn't.

The front runners have systematic feedback loops that guarantee improvement.

Pillar 5 funding.

You can be the fastest rider on the grid, setting lap records and dominating practise sessions.

But

if you cannot afford

to go racing, all of that speed means absolutely nothing.

And here's the harsh reality every racing family faces.

Sooner or later, everyone reaches the point where they can no longer fund it themselves or through the bank of mum and dad.

Whether it's £50,000 for a club championship

or

or £500,000 for

a professional series, the numbers eventually become impossible for most families to sustain.

Here's the truth about sponsorship.

Parents aren't good at promoting their kids.

They're emotionally invested, not strategically focused.

Riders aren't good at promoting themselves, especially when they're struggling to perform.

But when you have the right coaching templates, scripts and step by step guide to follow, we also share the winning formula that has generated hundreds of thousands of pounds, dollars and euros for riders.

And how to become the kind of performer sponsors are desperate to associate with.

At the beginning, when you need all the help and support,

nobody's interested, nobody cares.  
But it's an inverted triangle.  
The better you perform, the more  
sponsors want to come to the party,  
the  
the faster you get,  
the more opportunities appear.  
Success breeds success.  
That's why our mental performance  
system doesn't just teach you how to  
be quick, we also share the proven  
funding formula that turns  
strugglers into sponsor magnets.  
But here's the magic.  
Once you have the foundation  
plus these five vital  
pillars perfectly aligned.  
Your performance becomes strong,  
consistent and unshakable.  
But,  
but here's critical.  
If even one of these pillars  
is weak or missing, your  
entire house collapses.  
And your performance  
and results are on the floor.  
Now let me show you why  
most racers stay stuck.  
Meet the drunken monkey who loves  
to sabotage 90% of your races.  
Here he is.  
You may recognise him.  
And this is the Drunken Monkey.  
We've all got one.  
So the drunken monkey loves  
to jump to conclusions.  
It tries to beat the future,  
getting it wrong most of the time.  
It creates distractions  
both on and off track.  
It makes you late for things.  
It enjoys chaos and it  
keeps you overthinking.  
24 7.  
Your drunken monkey is the voice  
that says you're going  
to crash if you brake any later.  
That rider is faster  
than you'll ever be.

You should have made that  
pass three corners ago.  
Your bike setup is all wrong.  
You don't belong in this class.  
Sound familiar?  
So the drunken monkey is riding  
the bike some of the time.

And

when we've got the drunken  
monkey riding the bike, we're  
not performing very very well.  
So let's have a look at your brain  
to see what's actually going on.  
So in this image here of the iceberg,  
we can see that above  
the waterline is the conscious mind.  
And the conscious mind controls all  
of our critical thinking.  
It's our status related  
thoughts, it's our judgments,  
it's our overthinking.  
And it operates

our

at 110 bits of information a second.  
Which means that me talking to you  
right now on this video is taking  
60 bits of information a second  
to work out what the words mean.  
And then applying them to your  
knowledge and your  
understanding, that's taking  
60 bits of information.  
If somebody comes into the room right  
now and starts talking to you at  
the same time, you're an overload.  
You go oh I can't listen

over.

I got to pause the video.  
You've got to be quiet because you're  
at 120 bits of information a second.  
Which means that you can't  
do both at the same time.  
Now a lot of people spend their  
race weekends in overload.  
They are overwhelmed because  
they're running at this

hundred

and ten bits of information.  
Part of the mind below the waterline

is a subconscious mind.  
This is intuition,  
creativity, imagination, curiosity.  
This operates at 4 billion bits  
of information a second.  
It's making sure that your  
organs are regulated.  
It's making sure that  
your hair grows.  
Your temperature is  
at the Right level.  
It's doing all these things that  
you don't need to think about.  
And it does it without any energy  
being spent by ourselves.  
There's no conscious thought  
for that to happen.  
So that 4 billion bits of information  
feels like there's no limit.  
So there's a battle going on  
for control in the mind.  
With every bit of information that  
comes into you, there's 110 bits  
of information where the drunken  
monkey is trying to jump to  
conclusions, trying to predict the  
future, trying to tell you what's  
happening, feels limited, feels  
overwhelmed.  
And then there's this more  
subconscious wizard mind that is  
more intuitive, more creative and is  
able to process an awful lot more.  
So when you  
are  
riding at your best,  
you  
are  
riding subconsciously,  
you're no longer thinking about what  
to do, you  
are  
just doing it  
and coping with what is happening.  
When you think about it, you  
don't think, I need 10 bar  
of pressure on the brake lever  
to bring me down to the hairpin.  
You intuitively feel for the right

amount of pressure and if  
you need a little bit more, you ask  
for a little bit more.  
There's no conscious  
thought going on.  
When you are not riding at your best.  
You're riding consciously,  
you're struggling to keep  
up with  
the  
guy in front.  
You're, you are trying  
to think about what to do  
to try and fix the problem.  
You're running at 110 bits  
of information a second.  
So you're limited, you're  
feeling overwhelmed,  
you're feeling stressed.  
You then go into those big mistakes  
of trying harder, getting  
frustrated, and you can see how that  
is affecting your performance.  
And the harder you try,  
the slower you go.  
So the Camino process is going  
to take you from the drunken monkey  
riding the bike all the way through  
to a flow ninja where you are  
riding at, your absolute best.  
Just like you use data on the bike to  
know how to improve your riding, the  
Camino process gives you data on  
your performance, how you were, how  
your mental approach was to help you  
improve that and increase your  
performance, increasing your focus,  
confidence and consistency to have  
you racing in flow and ride your  
best laps ever.  
But let me show you something that  
will absolutely blow your mind.  
This is actual brainwave data  
from one of our riders during  
a session on a simulator  
training for the Knockhill  
British Superbikes round.  
What you're looking at  
are real time brain measurements.

Those squiggly lines at the top are  
his actual brain waves measured  
in microvolts in his first session.  
Watch what happens.  
He's running well until 8  
minutes and 111 when he  
makes his first mistake.  
You can see his brain activity spike  
to 300 microvolts  
as he tries to recover.  
Then he makes another mistake trying  
to make up for the first one.  
Sound familiar?  
His biggest mistake comes at,  
25 minutes, 500 microvolts.  
His brain is in overdrive.  
Overthinking, trying too hard.  
He's using that limited 110 bits  
of information per second  
conscious mind we just talked about.  
But here's where it gets incredible.  
We took a break, sat him down,  
applied our systematic approach  
to get him back into that 4 billion  
bit subconscious flow state.  
Second session, 21 minutes,  
averaging just 50 microvolts.  
He's literally in flow  
for the entire session.  
Same track, same conditions,  
but three tenths faster.  
This isn't guesswork or theory.  
We can literally measure your  
brain entering flow state.  
We can show you the exact moment  
you stop struggling to perform  
and start flowing with it.  
That's the difference between the 88%  
who try to think their way faster  
and the elite 12%  
who have the tools to access their  
subconscious speed systematically.  
Let me show you what happens  
when riders build this  
five pillar architecture.  
We did all this with Cormac  
Buchanan, who came from New Zealand  
to race in the Junior GP  
and the Red Bull Rookies Cup.



Cormac had only started racing a few years earlier. He started with speedway and then he moved to the National 300 Series in New Zealand. But the level compared to Europe was completely different. And so when he first arrived to be on the grid in Red Bull rookies and Junior gp, he had what we call imposter syndrome. He's like, should I even be here? These guys are so fast. They've been racing since they were four years old. You know, they've done all the minimotos and pre motos and everything else in Spain. And here I am, you know, should I even be here? And to begin with, Cormac was struggling. He was at the back of the grid and there was a big gap between him and the next riders further up the pack. We started to apply the Camino process and, Korvach started to focus on himself and he started to be able to see progress. We started to get into the top 15, then into the top 10, then into the top six. And as you can see, he's on the podium, he's getting pole positions and podium results in the same class with the same riders, with the same bikes, on the same tracks. The only difference is he's applying the Camino process. And being able to see that progress and move forward and achieve his goals. A great job done by Colmac. So my methods are actually working better than ever and it will give a dedicated racer everything they need to feel

and perform at their best.  
So if you know that it's possible  
to win your entire championship  
every session, every race meeting,  
every month, that you do not  
apply, a podium proven process is  
keeping you exactly where you are  
right now.

It's holding you back  
and limiting your performance.

And we did all this  
with Richard Kent.

Richard Kent from Holland  
was racing in the Dutch Pro1,  
Thousand Superstock class  
and he was struggling.

The season that we, we started  
to work with him, he was almost  
going to give up racing, he was  
crashing a lot, he wasn't  
getting any of the results.

Like we said before  
about no fun over trying.

Literally just didn't  
know what to do.

We started to apply the Camino  
process and we were able  
to turn all that around.

We were starting to see Richard  
fighting in the top 10, then  
into the top six, then he's fighting  
for podiums and race wins.

You can see from this message here  
that he's won the race  
and the second place guy  
is 12 seconds behind him.

So he's starting to dominate  
his championship and by the end  
of the season, Richard is  
the Dutch Pro 1000 champion.

So a fantastic job done by Richard.

Here's what I've discovered after  
working with hundreds of racers  
across nine seasons, every  
single client, no matter what  
age, background or championship  
they're racing in, has one thing  
in common.

A burning desire to be better

at the next round  
than they were at the last.  
If that burning desire lives inside  
you, if you feel that frustration  
when you know you have more speed  
but can't access it consistently,  
if you leave race weekends knowing  
you could have done better, then  
this assessment will reveal  
exactly where your breakthrough is  
hiding.

But if you're quite happy with  
your current level of  
performance, if you're content  
staying in the 88%, making up the  
grid, if mediocrity feels  
comfortable, then this training  
is definitely not for you.

Tomorrow is your  
transformation moment.

Show up, set a reminder.

Watch day three.

Get ready to finally race  
with unshakable confidence,  
crystal clarity

and

and championship  
level control.

The elite's 12% don't push  
harder than everyone else.

They've built something different.

This training is for  
action takers only.

Because nothing transforms  
without decisive action.

When you take

action

on what

you've learned, your energy  
shifts, your mindset sharpens  
and your performance evolves.

That's the Calibre of racer  
we work with in our flow  
performance programme.

But without action,  
nothing moves, nothing changes.

And frankly we don't work with racers  
who stay comfortable, stuck  
and do no work to change anything.

Because racing and life  
don't wait for anyone.

This training works the same way  
for racers who take action now,  
who understand that real  
transformation from the mid pack  
to the elite riders requires  
deadlines and accountability.  
Tomorrow I'll show you how  
to access

the

the complete

Flow performance programme.

The full system used  
by the podium contenders to break  
through their barriers and race  
at their absolute best.

You'll discover exactly how  
to silence your drunken monkey,  
activate your flow ninja

and

build

all five pillars into an unshakable  
performance architecture.

Your competitors aren't waiting  
for you to feel ready, they're  
building mental architecture

with

while you're still hoping.

Bike changes will fix everything.

Every session you delay implementing  
this system is another  
session they're Getting ahead.

Take 10 minutes after this video to  
download the elite performance self  
assessment below the video window.

This isn't just another worksheet,  
it's a mirror that reveals  
the brutal truth about what you're  
currently doing, what you're  
actually achieving and what  
you desperately need to change.

Complete today's actions.

You

every action you complete  
programmes your brain  
for championship level performance.

Here's your path to the elite.

12% complete day two actions

and day three unlocks tomorrow.  
Complete all three days and keep  
this training forever.  
Plus access to breakthrough system  
in racing.  
If you don't take the opportunity  
to make your move when the gap  
opens, you don't progress.  
Someone else will  
overtake you instead.  
It's the same with this training.  
I'll see you tomorrow for  
day three where you get  
the complete blueprint.  
Welcome back and congratulations.  
By showing up today, you've already  
separated yourself from the 88% who  
give up when things get challenging.  
You've just earned 10  
extra pace points.  
But more importantly, you've  
proven you have the commitment  
that separates podium  
contenders from also rans  
your race weekend assessment  
completion alone proves this.  
Whatever you scored, you did  
what 73% of riders never do,  
honestly evaluate where you are.  
Those numbers on your results page  
revealed exactly what needs fixing.  
And today we're going  
to fix it permanently.  
In fact, remember Raksheed  
from yesterday?  
The rider from India who was stuck  
in overthinking mode, catching  
up to slower riders, but then  
second guessing every move.  
Do I overtake before  
the corner or after?  
And, through that overthinking,  
he'd end up calibrating himself  
to the pace of the slower rider,  
never able to make the pass.  
Well, let me show you what  
happened when Rakshith stepped up  
to the Asia Talent cup, one  
of the most competitive junior

series in the world, and applied  
our systematic approach.

Hi guys, my name is Rakshit.

This year I rode in the

iDomet's,

or

Asia Talent cup.

And working with Craig this

year has been really great.

We started working from the beginning

of

the

season and throughout

the season I felt great changes

and I've improved a lot from how I

was the first half of the season.

And my planning has changed and the,

way how I approach

every weekend has also been great.

And, thank you to Craig

and looking forward to work

with him next year as well.

Did you hear that

transformation yesterday?

We talked about Rakshith being

trapped in overthinking,

unable to pass slower riders.

Now listen to him.

Great changes throughout the season.

Improved a lot from the first half.

Same rider stepped up

to international competition.

Systematic mental approach.

That's the power of addressing

the real problem instead

of hoping external changes will

fix internal limitations.

But maybe you're thinking

that's junior level Craig.

What about real

championship pressure?

Let me show you what this looks like

at, the sharp end of British racing.

I started working with Finn Arscott

when he was racing in the ultra

competitive British Superstock 600

in the BSB paddock.

Finn was stuck mid pack,

frustrated, questioning

whether he had what it takes.  
Sound familiar?  
Then everything changed.  
Not the bike, not the data, not  
the setup, his mental approach.  
Hi guys, my name is Finley  
Arscott and this year I rode  
in the Pirelli National Junior  
Superstock Championship.  
Working with Craig this  
year has been really good.  
Every time I've gone out, I've PB'd  
and this year we  
worked out what works best for me  
and we restructured my  
weekend goals and how we set about  
racing on a weekend.  
And I've really enjoyed my riding.  
I've definitely enjoyed it a lot  
more than last year and obviously  
I've gone a lot quicker.  
So, yeah, it's given me a lot  
of confidence this year  
as Craig, and working with  
him has been really good.  
It's really sort of  
brought my confidence on and,  
yeah, I look forward to working  
with him next year.  
Obviously, I'm stepping up  
to a thousand, so, we have  
to again reevaluate my goals.  
I'm sure it'll be a good year.  
Pole position by almost a second.  
Let me repeat that.  
Almost a full second  
in SuperStock 600.  
That's virtually unheard  
of in that class.  
Same tracks, same  
competition, same bike.  
The only difference.  
He stopped hoping for external  
solutions and started applying  
the systematic mental approach  
that separated him from the rest.  
I am still working with Finn  
in the Pirelli National  
1000 Superstock Series where he

is fighting in the top six  
and achieving PB after PB.  
So a great job done by Finn.  
Let me show you what systematic  
development actually looks like.  
This is Christian Smith after his  
first season applying our approach.  
Hi, my name is Christian Smith  
and I just recently completed  
the Performance Principle  
course with Craig Muirhead.  
Before I used to struggle with  
qualifying and being able  
to like, stay focused and motivated  
during the race weekends.  
But now after the course of all  
the tools and the mentorship from  
this course, I've now been able  
to be a lot more focused and ready  
and calm throughout my weekends.  
And my overall performance  
has increased massively  
with a, very big mental boost.  
And I definitely recommend  
this course for anyone who's  
struggling with similar things  
like this because it really  
does help good progress.  
Right?

Better focus, mental boost,  
improved performance.  
But that was just the foundation.  
Watch what happened when Christian  
fully committed to  
the systematic approach in year two.  
Hi, my name is Christian Smith  
and I just finished my second  
season competing in the Hale  
British Junior Supersport  
Championship and my second year  
using the performance printer  
tools from Craig.

With  
really enjoyed  
the course and it's helped me  
massively this year.  
Especially the mental and physical,  
warm ups and all the tools before  
actually getting on the bike.



It's really put me in good stead  
for all the sessions  
and I've done really well.  
Had my best season by far,  
finishing top 10 every, every race  
and, battling for the wins.  
Finally, got my first Ever  
career pole, and podium,  
with a third at snet.  
And we really got the ball rolling  
from the second round.  
Yeah, the, Craig's helped me  
massively this year, especially  
with, all the tools and videos,  
especially the debrief help.  
And I also really like the new  
podcast and the videos  
and all the help there.  
So, yeah, it's been really  
good year and hoping, hoping  
for another good year next  
year and see what it brings.  
Same rider, year one, struggling  
with focus and motivation,  
making some progress.  
Year two, best season by far.  
First career pole position, first  
podium top ten every single race.  
That's not luck.  
That's not a better bike.  
That's systematic mental  
developments compounding over time.  
That's what happens when  
you stop hoping and start  
applying a proven system.  
But maybe you're thinking  
that's British, club level.  
Craig, what about really  
serious international competition?  
What about World Championship level?  
Let me show you what systematic  
development looks like at,  
the absolute pinnacle.  
Meet Cormac Buchanan  
from New Zealand.  
We started working together  
when Cormac came to Europe  
to race in British Talent  
cup and Red Bull rookies.

He had massive imposter syndrome.

Should I even be here?

These European guys have been racing since they were four.

He was at the back of the grid with huge gaps to the riders ahead.

But we applied the systematic approach and he climbed from back of grid to mid pack.

The next season, Cormac moved up to junior GP and went from mid pack to the top 10, then the top six and onto podiums and pole positions in two of the toughest classes on the planet.

Let me let Cormac tell you about his junior GP experience himself.

Hello, I'm

Colby

Buchanan.

I'm a Motor3 junior GP rider for AGR team.

This year in

the,

well,

last year

in the 2023 GMGP World Championship, yeah, this year was

a great year for me personally.

Lots of, you know, best results as well as racing in

the

Ariba Rookie Cup.

No, it was a great year.

It was, you know, I learned a lot of things and it was super good to have Craig in my corner to help me out through the whole season.

You know, I think the best thing that I learned this year was probably race weekend structured, just finding out all my processes and what works for me.

You know, it was a lot of fine tuning, but understanding that it's not, you know, you're not going to find out on one weekend and sometimes it may be changes.

And also learning how to approach  
this disappointment because There  
was a lot of lows, but there was  
also a lot of highs this year.  
And you know, it gets me really  
excited for the 2024 season  
where I'll be racing back again with  
AGR team and the GNGP championship.  
You know, I have lots of high goals  
for this year, so I'll definitely  
reevaluate and you know, I'm looking  
forward to the season and seeing  
what's possible with Craig.  
And yeah, I just have to say thank  
you for Craig for the 2023 season.  
Did you hear that?  
Super good to have  
Craig in my corner.  
Junior GP World Championship Red  
Bull rookies working with AGR  
team, the same team that  
develops Moto GP Talent race  
weekend structure, finding out  
all my processes and what works  
for me.  
That's exactly what systematic  
mental development creates.  
Your personal performance  
blueprint that works at any level.  
And notice what he said.  
Looking forward to seeing  
what's possible with Craig.  
We're still working together  
today as he races at  
World Championship level.  
That's what long term systematic  
development creates.  
From New Zealand club racing to World  
Championship podiums, same rider,  
same systematic approach scaled  
to the highest level of the sport.  
Now I can hear the objections  
starting in your mind  
and  
your inner voice.  
What I call your drunken monkey  
is already making excuses  
because that's its job, to keep you  
exactly where you were last

season and the season before.  
Because that's known.  
And known is safe if you know  
that it's possible to become  
a podium contender every session,  
every round, every month.  
That you are not applying a new  
approach to your racing  
is putting off that potential level  
of performance and keeping  
you exactly where you are.  
We said all this with Harrison Desoi.  
Harrison was racing in the British  
Talent cup and he was struggling.  
But Harrison believed that  
the way to improve was  
to increase his track time.  
So him and his family were literally  
spending thousands on every  
opportunity to get him on track  
in Europe, in Spain and in the uk.  
If there was an opportunity  
for him to ride on track, they were  
trying to get him on track.  
And so this investment of time  
and energy and money, literally  
thousands of pounds, was not  
showing any increase in his  
performance because they were  
doing the same thing on track.  
If you're doing the same thing  
but just doing it more often  
doesn't make it any better.  
We started to apply the Camino  
Process and we were able to turn  
around his belief in where his  
performance actually came from.  
And he started to get into  
the top 10, then consistently  
into the top six,  
then,  
then finally  
for podiums and finally,  
race wins and pole positions.  
And you can hear from Harrison here  
on his interview on the podium  
at the end of the race win.  
Sorry, congratulations there.  
You lost for words.

You keep shaking your  
head, you keep smiling.  
Just give me your thoughts  
after that on your first  
little  
win and podium as well.  
I mean, yeah, it was a great race.  
I enjoyed  
that  
a lot of it.  
If I'm honest.  
I wasn't expecting to win.  
It was just such a crazy race.  
I was just so glad that I  
couldn't sit on top of.  
You've made massive improvements.  
What would you say that's down to?  
I think just all the pre season  
working with Camino coaching.  
Craig

has  
honestly like a  
programme  
and the not so good  
weekend at Silverstone we've  
just sort of worked like from  
the build up to this weekend  
and it's just sort of sorted  
everything out.  
So a huge, huge thank you to Craig  
and just, yeah, all the pre season  
like that, we've been doing well.  
Congratulations Harrison.  
Hopefully this is the start  
of many wins to come.  
This scene as well done.  
Thank you.

And if we fast forward Harrison's  
rall race in the British  
Sportbike Championship and again  
fighting for pole positions  
and race wins and podiums.

Saw  
a great job done by Harrison,  
just like we did with Evan McLean  
who races at the Isle of Man  
TT and European Road racing.  
Coming back from injury after a six  
year absence, he had lost confidence

and was questioning his speed.  
Felt like he'd never get back  
to his previous level.  
But watch what happened when he  
developed this mental structure.  
It's been going really well since  
so we had a top 10 at the TT  
and then my first  
round  
of  
the  
European events was in Germany.  
We had a second and a win there.  
Then  
a  
Match  
in  
Finland,  
we had two second places.  
And then the Chimay in Belgium,  
which was last weekend,  
we had two wins and a lap record.  
So, that's good.  
More aware of what's  
going on in my mind.  
Much more aware.  
I think that's  
the biggest difference.  
When I'm not in a good space  
I can recognise that I'm not  
in a good space and work  
to get myself into one out.  
So I think that's been the biggest  
difference because I was  
always a bit of a slow starter.  
First session of the day  
for example was a bit slow getting  
going and that's why  
you,  
if  
you went to a race, it wasn't,  
you didn't have more warm up.  
Generally the first few laps of the  
first race was Wasn't that great  
for me where I'm now I've been  
myself when before I do my warmup  
and after I do  
a  
warmup, I'm much

more ready to go and ready to do something.

Did you hear that?

Much more aware of what's going on in my mind.

That's pillar one mindset mastery.

Adam went from being a slow starter to being race ready from lap one.

We built his mental foundation from the ground up.

Top 10 TT finish, then dominated European road racing with multiple wins and lap records.

Back in the elite, 12% stronger than ever.

And I want you to be next.

If you are looking back at, the past seasons and you know that you are not where you want to be, I have an opportunity for you now.

This opportunity is not for everybody.

It's only for people that want to take their racing to the next level and they are ready to invest in themselves and invest in developing themselves to be the best motorcycle racer that they can be.

I'm offering a completely free championship strategy session.

On this zoom session.

We'll give you the exact blueprint on what has taken my clients from mid pack to race winners and champions.

We'll find out where you are right now, what's going wrong and how to fix it, and give you an action plan through to take you to where you want to be.

If, it's a good fit, and only if it's a good fit, there may be an opportunity to offer a place in our coaching programme right in the zone.

Everybody we've spoken today has been on our coaching programme.

They've learned where their performance comes from, they've been

able to apply the Camino process  
and they've been able to see  
the results from those actions.  
So from Finn to Harrison  
to Christian to Cormac, they've  
all been on the programme  
and reaped the benefits  
of being on that programme.  
There may be people on the call  
that are thinking, craig,  
I don't need a call,  
I'm happy and I like what I see.  
I know I want to improve,  
just give me a link, I'll make my  
payments and I want to get started.  
But there actually isn't a way  
for me to get you started  
just by sending you a link.  
And the reason being is because  
we have an exact criteria  
of the rider that we work with.  
Over the last seasons, I  
recognised who this works  
for and who it doesn't work for.  
And so it wouldn't be fair for  
you, for me to just send you a  
link, you get started and then  
for me to tell you that you're  
not the right person for this  
programme.  
So what we've got to do is have  
the call, see where you are,  
see what your goals are,  
see what's holding you back,  
make sure it's the right fit.  
Then we know that we can work  
with you and we can get  
the best results for you.  
I only want to work with people  
that I enjoy working with and I  
know that I can get results for.  
So the call is literally.  
So it all starts with this  
championship strategy session.  
So there's a button that's open below  
the screen and, back on the homepage  
for you to be able to book the call.  
So booking this call is literally  
the most important thing



that you can do right now.  
We've got some slots available  
over the next few days  
and they will fill up fast.  
When they are gone, they are gone.  
So don't think you'll do this later.  
Press on the button at the end  
of the video, fill it out  
and get your time slot secured.  
Now, if you're still sitting on  
the fens and you're not quite sure  
whether you should book a call or  
not, or your drunken monkey is  
whispering, I'll do it later.  
That's the exact pattern keeping  
stuck at P12 with P5 pace.  
Book the session.  
There's literally no reason why  
you shouldn't book this call.  
It's free and we're going  
to give you an action plan  
on where you are right now to.  
To get you to where you want to be.  
So there literally is no reason  
why you shouldn't book  
a championship strategy session.  
But if you don't make the call,  
then you're just going  
to go back to where you were.  
You're going to go back to the  
same way you were, with the  
same frustrations, with the  
same seven mistakes, with the  
same problems, and you're not  
going to be able to change your  
performance.  
So booking this session is literally  
the best thing you can do.  
So go ahead, we'll have a chat  
and we'll see exactly  
how we're going to be able  
to help you move forward.  
But it won't be up for much longer.  
Once the slots are taken,  
the booking page will close.  
So don't miss your slot.  
Click the button below or  
on the home page and secure your  
championship strategy session.

Now, I'm going to close  
the free training.

Now.

It's been great to have you here  
and I look forward  
to the call over the next few days.  
Speak soon.