



Are you:

- ✓ Overwhelmed at the thought of creating a mental training program for all your athletes?
- ✓ Concerned you don't have the time or skill to design a full mental training program?
- ✓ Not sure how to get parents onboard and helping rather than hindering?
- ✓ Under staffed and/or your staff isn't trained in mental skills?

Then our new CAP Program could be for you!

The CAP (Coaches-Athletes-Parents) program allows you to instantly implement a complete mental training program for your coaches, athletes and parents without wasting your precious time and money.

Get all the benefits of a complete mental training program efficiently and affordably!

Benefits for Coaches

- » More time to focus on your most important tasks, while your coaches, athletes and parents get their basic mental skills training on their own.
- » Reduce or eliminate basic mental errors and breakdowns from your athletes.
- » Reduce or eliminate disruptive, time-wasting parents.
- » Reduce or eliminate coaches who teach bad mental habits.
- » Reduce time spent teaching the same mental skill basics over and over.
- » Improved athlete performance, parent buy-in and coaching consistency.

How To Get Started:

1. Decide how many athletes you want on the CAP Program.
2. Build the price into your athlete dues, or have them pay individually (see pricing below).
3. Contact us and complete our CAP agreement. We'll send the codes directly to your coaches, athletes and parents, along with an introductory video from Dr.Neff.
 - » Your athletes begin their basic mental skills training at www.onlinementaltrainer.com
 - » Your coaches get mental coach training at www.certifiedmentalcoach.com
 - » Your athletes' parents get parent mental training at www.parentmentaltrainer.com

MTI provides ongoing support via phone and email. It's that simple!

Contact Sarah at (512) 791-6200 or Sarah@MentalTrainingInc.com to get started today!



C-A-P™ Mental Training Program (Coaches, Athletes and Parents)

Key Points

- Mental Training, Inc. (MTI) is a Dallas-based company dedicated to enhancing athletic performance by teaching mental skills.
- MTI's CAP program provides affordable mental training for coaches, athletes and parents. When all 3 groups engage in mental training, research shows that coaches are more effective, athletes perform better and parents make a much more positive impact.
- MTI is the first and only company to be able to provide such a service to an entire program at an affordable price. As a result, it represents a paradigm shift toward a proactive model of mental training (learn mental skills before you need them).
- Instead of waiting for problems to emerge and then scrambling to solve them, this program proactively teaches the mental skills that athletes, coaches and parents need to prevent most problems from ever arising.
- **C - Coaches** have access to an online course that teaches and certifies them on how to best implement mental skills into daily athlete practices (called the Certified Mental Coach course).
- **A - Athletes** receive their own custom-designed mental training program (called Online Mental Trainer) to learn the mental skills they need to perform their best more consistently.
- **P - Parents** have access to an online training program that teaches ideal parent roles as well as strategies for controlling emotions (called the Parent Mental Trainer). Coaches can use this with their parents to develop a more cohesive, positive and supportive team environment.
- **The CAP program includes**: online mental training for every coach, athlete and parent. MTI also provides introductory and quarterly group meetings in person or via teleconference at no extra cost (upon request).

If you have questions or would like to discuss partnering with MTI to make our CAP program available to your team, athletic department, or organization please contact Sarah Blavet, our National Sales & Account Manager, at sarah@mentaltraininginc.com or at 512-791-6200.



What's Included in the C-A-P[™] Program?

Coaches	YES
Advanced Flash Animation technology	√
Written by famous sports psychology researcher	√
Learn key mental skills online	√
Learn how to implement key mental skills	√
Athletes	YES
Patent-pending online application	√
Custom mental training program	√
Uses short HD videos to teach mental skills	√
Affordable access to quality information to improve performance	√
Parents	YES
Teaches ideal parent roles	√
Learn how best to control thoughts & emotions on the sidelines	√
Online learning application	√
Interactive Forum & modules for continued learning	√

How Does MTI Implement CAP in my Program?

1. **Consider why CAP is right for you:** We've designed our programs with sports programs like yours in mind. CAP requires *no investment, very little time, very little need for support*, and it's a *unique service* that separates your program from the competition.
2. **Resources:** MTI has short videos and fliers you can use that describe each service. When you decide to launch, MTI can create the copy for you to use in your newsletters, website, and fliers.
3. **Marketing/Sales:** MTI designed the pricing structure to be very low so clubs can build mental training into dues of all members. As such, limited marketing and sales is required. However, we do have resources available should you desire to market our services.
4. **Mental Training Services:** The services are delivered primarily online. MTI also has local Mental Trainers who can provide 1 on 1 mental training for an additional fee. As part of the CAP program your coaches can gain access to our online Certified Mental Coach course for no additional fee so they can integrate mental training into their sessions with their athletes (1 coach for every 10 athletes; CMC normally retails for \$295/person).
5. **Support:** MTI can handle support issues via email or phone directly with your members.

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The 3 Parts of CAP

www.mticap.com

For Coaches: Certified Mental Coach (CMC) addresses every mental aspect of coaching, with the athlete's performance and well-being prioritized. Written for MTI by one of the top sport psychology researchers in the world, Dr. Robert Weinberg, coaches learn how different athletes are motivated and how to work with them to achieve best results, reduce pre-game anxiety, enhance focus despite outside distractions, healthy discipline, and much more.
(normally retails for \$295/coach)

For Athletes: Online Mental Trainer (OMT) begins with an individualized assessment and then generates a custom program based on the athlete's needs. This patent-pending program is conveniently online, can be used whenever the athlete's schedule allows, and is organized into short videos. The program also allows the coach to have a 'back-end window' into the program to check their athletes' progress.
(normally retails for \$250/yr per athlete)

For Parents: Parent Mental Trainer (PMT) was written for MTI by the leading sport research program in the world, the Youth Sport Institute at Michigan State University. PMT was created in response to the overwhelming need in the youth sports industry for parents to work with their child and coaches during the training process. PMT teaches ideal parent roles, how to be a positive support, and how to control emotions while on the sidelines.
(normally retails for \$25 per parent per year)

MTI's CAP Program Pricing (2011-12)			
Group Size	CAP Fee per Athlete (if paid monthly)	CAP Fee per Athlete (if paid annually)	Discount off of Retail Price of CMC, OMT & PMT
5-10	\$30.00	\$300.00	39%
11-25	\$27.50	\$275.00	43%
26-50	\$25.00	\$250.00	48%
51-100	\$22.50	\$225.00	53%
101-200	\$15.00	\$150.00	69%
201-1000	\$10.00	\$100.00	79%
1001-2000	\$8.00	\$80.00	83%
2001+	\$6.00	\$60.00	87%

Example: The total cost for a program with 125 athletes participating would be only \$15 per athlete per month. That's a discount of almost 70% off the retail pricing. Included is online mental training access for all coaches, athletes and parents. CAP charges can be assessed per month or annually depending on the club's accounting system (the annual rate is further discounted 10% as reflected in the pricing above).

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