

# Improve Your Tennis Game

*And Increase Profits in...*



## One Easy Lesson!

## *How to increase profits and improve your tennis game in one easy lesson.*

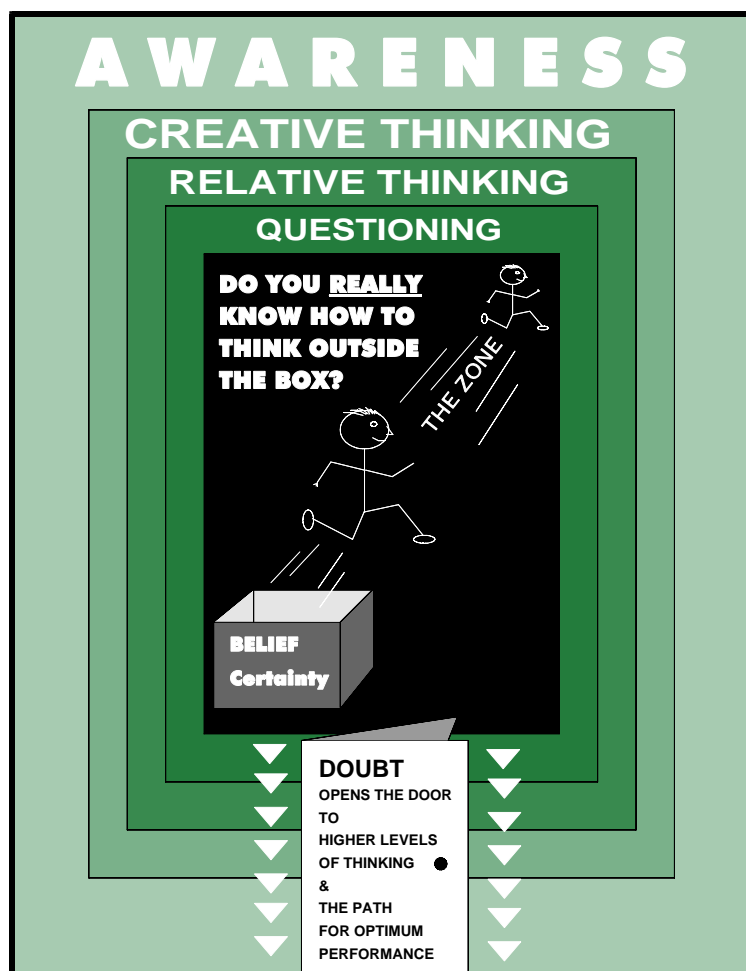
Watch any world class men or women's tennis match during the finals to see who failed to make the finals. Take a few moments out of your life to imagine the roller coaster ride these players go through from day to day.

Sure there are the exceptional times when one or more of those players is able to remain focused throughout the tournament. Even the best players in the world have their frustrating moments when they find themselves stuck inside the box.

And . . . what about us Monday morning quarterbacks who know exactly why these players are winning or losing; yet we're having difficulties with our tennis game and life?

During the days preceding the Finals, we watch with enthusiasm as players speak optimistically about their past and future performances. The confidence is overflowing as their optimism carries them through another weekly interview. Yet, when Sunday afternoon arrives, there is an inevitable list of players that don't reach the finals.

Instead of Monday morning quarterbacking and coming up with the same old rationalizations about why someone else's game is off, isn't it about time we seriously discovered what it takes for us to play in the zone and why its such an elusive experience? Why is it we find 'it' . . .and then lose 'it' . . .as if 'it' is something foreign to our everyday life?



### *The Cure for Positive Thinking ???*

Maybe it's time for your to take an unusual journey through the corridors of your mind in order to become familiar with a little known process that's been described as The Cure for Positive Thinking. After 20 years of research, Robert Warren, a relatively inconspicuous coach has co-authored a "How to Get in The Zone" manual for tennis, golf, business, and life in general. With the assistance of Melanie Adinolfi, a former tennis player and Certified Nutritionist, Bob has taken his research and co-authored this How To Manual. The name of the book is actually, "Architectural Redirection . . . The Bottom Line for Optimum Performance in Business, Sports, and Life".

Don't let the long title of the book stop you from discovering the simplicity and power of its message. The book is based on years of coaching in business, sports, and life in general.

Bob's research, although unusual and relatively unknown, will challenge your beliefs about the structure of your tennis game and the underlying reasons for unforced errors ... in all areas of your life..

The Manual promises to demonstrate the obviousness of the importance of operating with optimum performance at home, work, and play. While Bob's work has been confused with psychology and philosophy, he prefers to think of himself as a self made Business & Sports Architect.

Instead of dealing with personalities, Bob works with the universal structure of the mind; especially, the structure of language and how our listening and speaking determines performance. Before you compare this to Inner Tennis, Zen, or other popular models for improving performance, Bob suggests that you stay connected to this conversation and not bring any other performance formulas or "past" history into the equation.

Architectural Redirection is an educational and ontological model for continuous development; and, the moment we start comparing and limiting our experience we reinforce the very structures that we are attempting to be free of. Ontology is the science and study of the nature of being; and Bob continually emphasizes the importance of 'being' in the moment.

He also works with the difference between 'thinking' and 'knowing' which is the underlying message to his program. His research has shown that most of us are not able to recognize when we're projecting our past expectations into the future and thwarting our performance. Therefore, it's important to read on with a fresh perspective instead of filtering this conversation through your past history.

Throughout the past 20 years, Bob has repeatedly encountered the universal structure of the mind and how the 'Belief System' keeps one operating in a highly predictable and mechanical manner. Before one can *deliberately* access The Zone, it's necessary to understand the universal structure of Mind. The Mind is structured as shown at the beginning of this article with Belief being at the center of our thought process. Our Belief System is reinforced by Rational and Irrational Thinking which forms the *false sense of Certainty* or Positive Thinking that limits behavior.

Until we learn to 'Doubt', there is no escaping from the imprisonment of Belief or Certainty. We usually only find the Zone after we've given up and we let go of our beliefs about life or our tennis strokes. Bob has a step by step process to shift through the various levels of the mind beginning with Belief, and then proceeding through Questioning, Relative Thinking, and into Creative Thinking . . . or as we like to call it . . . The Zone!

This step by step method is similar to shifting a car through four gears. One would not think of driving their car at 90 m.p.h. in first gear; yet, we attempt to reach optimum performance through our Belief System (*1st gear*) without being fully aware of why we're struggling with our tennis game and life in general.

These levels of thinking are clearly described in the Manual and are accompanied by drawings similar to the one at the introduction of this article. The drawings are designed to show the relationship of structure to behavior or performance and, the importance of understanding those relationships.

The Manual clearly describes how our architecture is formed during our years of education and training at home, and more importantly, what is presently keeping it intact and blocking performance.

The next part of the Manual introduces the process of Redirection, which is made up of the following steps: Notice, Stop, Change, Start.

The Manual shows how we are practicing Redirection, either consciously or unconsciously; therefore, our performance is dependent upon our ability to become aware of this practice. This is necessary to realize since future performances are predictable and very mechanical whenever we're unaware of our unconscious patterns of redirection.

The Manual then goes into the importance of Awareness and awareness training. Bob describes awareness as follows:

Awareness recognizes Awareness.

Awareness recognizes Unawareness.

Unawareness does not recognize Awareness.

Unawareness does not recognize Unawareness.

Whatever you are unaware of does not exist for you; although, those close to you may be very familiar with the patterns of behavior that you don't think exist. Architectural Redirection is a process that can determine exactly where a person is coming from within the structure of their mind, and the Manual lists the specific vocabulary of the Positive versus the Possibility Thinker.

Before you form the idea that Bob is into Positive Thinking, it's important to realize that he's been talking about The Cure for Positive Thinking since 1986. This may be an example of something that you were unaware of, and therefore, it did not exist for 'you'. Bob introduced The Cure for Positive Thinking to a local Rotary Club and Lions Club 20 years ago and it was not uncommon for him to be met afterwards by someone who thought he was a Positive Thinker.

He recently had to repeat himself several times to a woman who only heard "Positive Thinking" . . . which leads to the next part of the Manual dealing with "blindspots". Most of us know what a blindspot is, for instance, when we're behind the wheel of a car. In order to avoid accidents, we sometimes have to look over our shoulder and into the rear view mirror several times to avoid getting hit by another car.

Blindspots occur when we hurriedly get ahead of ourselves and start counting our chickens before they hatch . . . or get the cart in front of the horse. It's easy to recognize blindspots with a little practice since the 'flow' leaves our game when we begin struggling with The Little Man on Our Shoulder.

The Manual has a section "How to Make Friends With The Little Man/Woman on Your Shoulder". It shows you how to work with The Little Man on the tennis courts as well as the golf course. It also goes into the nature of Concentration and Communication, as well as other factors that influence performance. This section of the Manual shows you how to work with the little man during practice sessions. Bob introduces simple; yet powerful Awareness Training drills.

Since 'blindspots' are the underlying cause of our frustration and dissatisfaction, it's important to study the formulas that determine ALL performance.

There are only two paths that lead to the future . . . and the Manual clearly illustrates the universal nature of conscious and unconscious structures that determine which path we take.

The first path is the Path For Limited Achievement which Bob refers to as the PFLA. The second one is the Path Of Least Resistance (POLR), which leads to Optimum Performance. Positive Thinking and Certainty prevents one from accessing the POLR or The Zone . . . even though this may come as a surprise to you. The Manual clearly states that there is nothing 'wrong' with the PFLA, and many tennis players may be happy with their game irrespective of their performance. The authors are simply presenting the formula of POLR structuring for those who are seriously looking for the competitive edge and excitement of continuous growth.

There's nothing elusive about entering The Zone or Creative Thinking according to Bob's years of research and the step by step process of Architectural Redirection. To begin with, it's necessary to become familiar with "The Gap" as an entrance point to intentional and deliberate Zone Play. The Gap is simply the space between the letters and words on this page. It is the space that surrounds your body. If you look to your left, right, straight ahead or behind you, space will be the first thing you sense or encounter unless you're overlooking the obvious. The Gap is also the space that follows the exhale - - - and the resting place just prior to the beginning of the inhale.

This is the place that Bob recommends you find on the tennis courts in order to 'release' your strokes. There are several more exercises that will help you get out of your head and into the present moment.

The Manual introduces a little humor for how to deal with The Little Man on Your Shoulder. The Awareness Drills are designed to give you some immediate benefits as well as long term growth.

Ultimately, it's how we 'listen', and not how we speak that really affects our performance levels. The Manual breaks down the vocabulary of the PFLA thinker versus the POLR thinker. How we listen to others as well as ourselves determines how we perform. This usually goes unnoticed, which results in the creation of blindspots and limited performance.

The Manual also deals with being 'present' to another's speaking without getting ahead of ourselves or the speaker. This is where the Manual points out the importance of staying present off the tennis court if you're to remain connected to each shot throughout your matches. Your unforced errors during your matches, as well as at work will be reduced by using Architectural Redirection. Your salary/profits will also increase as you learn to Work and Play In The Zone.

The Manual is designed differently than most books since it's intended to be interactive and straightforward in its presentation. There are some illustrations that could significantly transform your tennis, golf, business, or health. Bob doesn't pretend to be a guru or master of Architectural Redirection, even though this process visited him some 20 years ago during meditation.

He is simply learning to apply these universal laws, and is continuously enjoying the 'breakdowns' that lead to new possibilities/breakthroughs in his own life. While he's applied these laws to other people's tennis/golf/business, it's in his own life that he's beginning to reap the benefits of practicing Architectural Redirection for some years.

He was diagnosed with Chronic Fatigue Syndrome some years ago . . . had 3 infections in his body . . . weighed 235 pounds and had a number of health challenges. One of Bob's latest breakthroughs came after several years of questioning his own performance in the area of diet/nutrition/exercise. Through repeated questioning and more frequent measurements of his blood chemistry and other vital signs, he was able to clear up many health challenges that would have otherwise required medication.

Today, he is a youthful 70 years of age, with ever increasing flexibility and endurance to write, coach, and work. He continues to work on every aspect of health.

With the additional support of Melanie's practice of Architectural Redirection on and off the tennis courts, they were able to put these formulas down on paper after years of experimentation.

These latest breakthroughs led to the discovery and formulation of the universal laws that determine behavior. These formulas are clearly presented throughout the Manual and can be viewed on the website shown at the end of this article.

During Bob's coaching, there has been one single destructive pattern that he has been met with thousands of times .... which is the attitude of ... "I ALREADY KNOW". This is the false sense of "CERTAINTY" that is the padlock on the box called "BELIEF". Until one can learn to "DOUBT", there is no hope for playing in the zone.

For more information, please visit [www.inthezonetech.biz](http://www.inthezonetech.biz)