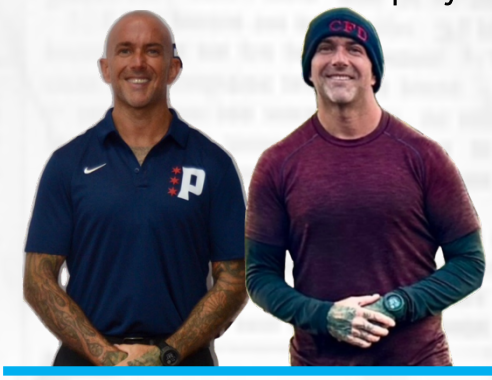
THE MENTAL★MINUTE

The Mental Minute - Issue #6 | July 2025



Mike Spencer
Chicago, IL

COACH SPOTLIGHT:
MIKE SPENCER
CHICAGO, IL

HOW POSITIVE SELF-TALK HELPS YOU BATTLE AND STAY CONFIDENT

QUICK TIPS YOU CAN USE
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WELCOME to the July edition of *The Mental Minute*! We're excited to keep bringing you impactful insights into mental performance training—designed to help athletes, coaches, and parents gain the mental edge when it matters most.

This month, we're exploring the power of **Self-Talk**—the internal voice that shapes how you think, feel, and perform. Whether you realize it or not, you're always talking to yourself. The question is: are you building yourself up or tearing yourself down? Positive self-talk is one of the most powerful tools an athlete can use to stay focused, confident, and composed.

By learning to direct your inner voice, you'll be better prepared to reset after mistakes, stay locked in under pressure, and approach each moment with belief and purpose—on the field and in life.

THE MENTAL MINUTE is a monthly newsletter intended to educate athletes, coaches, and parents about essential mental performance skills and keep you informed about upcoming training events and opportunities to book 1-on-1 training sessions with a mental performance coach.

Each newsletter is designed to focus on a specific mental skill (e.g. breathing, mental rehearsal, etc.) and offers practical insights and techniques to enhance your current mental performance skillset. Through this newsletter, we aim to support ongoing athletic growth to sustain engagement, personal development, competitive resilience within all sports disciplines through ongoing mental performance education.

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Contact Us:
312-600-7965
www.primementalperformance.com

Topic of The Month: Self-Talk

COACH DANNY, MPM

SELF-TALK is more than just words—it's the internal dialogue that shapes your mindset, focus, and performance. The most effective athletes train their inner voice to be encouraging, focused, and purposeful. Every moment is a chance to speak to yourself with confidence—before a big play, after a mistake, or during tough practices.

WHAT IS SELF-TALK? Self-talk is the voice inside your head that influences how you think, feel, and act. It can build you up—or break you down. Positive self-talk helps you stay focused, confident, and composed, especially when the pressure is on.

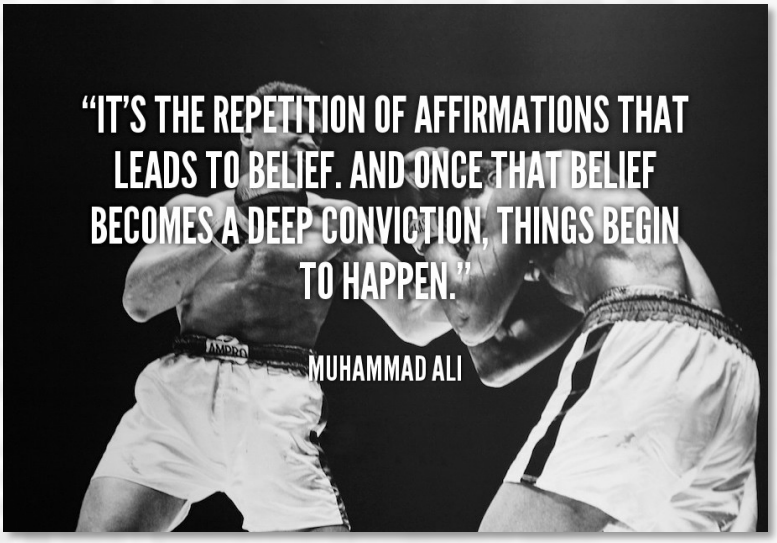
Athletes use self-talk to reset after mistakes, stay locked in during big moments, and boost belief in their abilities. Coaches use it to reinforce a growth mindset, build resilience, and help players control their thoughts under stress.

WHY IS SELF-TALK IMPORTANT? Self-talk drives confidence. Athletes with strong self-talk bounce back faster, focus longer, and perform with greater consistency. Positive self-talk helps you manage nerves, stay motivated, and respond to challenges with clarity and control.

At Prime Mental Performance, we teach that self-talk begins with awareness —recognizing

the thoughts you repeat to yourself and choosing words that align with your goals. Just like physical skills, your inner voice can be trained. When you speak to yourself with belief, purpose, and encouragement, you unlock the mental toughness needed to perform at your best.

SELF-TALK directly impacts your focus, confidence, and performance. No matter your role or experience level, training your inner voice to be supportive and purposeful helps you stay mentally tough and ready for any challenge.



Above: Muhammad Ali's words highlight the power of self-talk and repetition.

Quick Tips You Can Use: Self-Talk

PARENTS TIP: Help your athlete build positive self-talk by encouraging them to speak to themselves the way they would speak to a teammate—with encouragement, belief, and patience. Remind them that everyone makes mistakes, but how they respond starts with their inner voice. Your support can reinforce the habit of using words that boost confidence, focus, and resilience—on and off the field.

SELF-TALK is a mental skill that can be practiced daily—no special tools required. Your inner voice can either fuel your performance or drain your confidence. Here are **3 self-talk tips** you can start using right now:

TALK TO YOURSELF LIKE A CHAMPION Choose words that build you up. Speak to yourself the same way you'd speak to a teammate—with confidence, clarity, and encouragement. Phrases like "Let' go," "Next pitch," or "Win the battle" can help you stay focused and composed.

CATCH & REPLACE NEGATIVE THOUGHTS Notice when your self-talk turns negative ("I can't do this," or "What if I mess up") and replace it with a powerful alternatives ("I got this," or "I'm all over this"). The more you practice, the easier it becomes to redirect your mindset.

USE SHORT STRONG CUES Create a personal phrase you can repeat during pressure moments. Statements like "Lock in," "Be aggressive," or "One pitch at a time" act as mental anchors that help reset your focus and keep your energy in the right place.

Mental Performance Training Opportunities

TITLE	DESCRIPTION	REGISTER
1-on-1 Lessons	Personalized one-on-one mental performance coaching lessons tailored to your specific goals and needs.	Book a Lesson
Warrior Academy	Athletes learn differnt skills & tools used by elite performers to build resilience, manage nerves, and perform under pressure.	Join Now
Confidence Clinic	Host a a clinic at your site! Learn how confidence is an action, and what steps you can take to stay confident, when it matters the most.	Contact Us

COACH SPOTLIGHT

MIKE SPENCER
CHICAGO, IL

MEET THE COACH: Mike Spencer is the Strength & Conditioning Coach at Prime Athletic Club, but his role goes far beyond lifting weights. With a deep background in coaching, yoga, and overcoming personal adversity, Coach Mike brings unmatched intensity and inspiration to every training session. He believes the mind is the most powerful tool in an athlete's toolbox—and he lives that message daily.

STORY: After coaching athletes of all levels for years, Mike was suddenly faced with the fight of his life—being diagnosed with Stage 4, Class D heart failure. Doctors told him he had just 48 hours to live without a transplant. Instead of giving up, Mike leaned into his mental training. "You can say 'Why me?' or you can say '**Watch me**,'" he says. That mindset carried him through the most challenging battle of his life and forged a level of discipline and perspective few can match.

At Prime, Coach Mike uses his bootcamps and 1-on-1 sessions to challenge both body and mind. He strips away distractions—no clocks,

Mike Spencer Chicago, IL

no set rep counts—and pushes athletes to stay focused, breathe through stress, and silence the urge to quit. "You don't know how strong you are until you're tested," he explains. "Your mind will always give out before your body does—unless you train it not to."

From breathing cues learned in yoga to affirmations he teaches through action, Mike helps athletes reframe self-talk and build belief in their abilities. He encourages athletes to replace "I have to" with "I get to," and to embrace discomfort as fuel for growth. At Prime, strength isn't just measured in pounds—it's built from purpose, mindset, and resilience. And Coach Mike is leading the charge.

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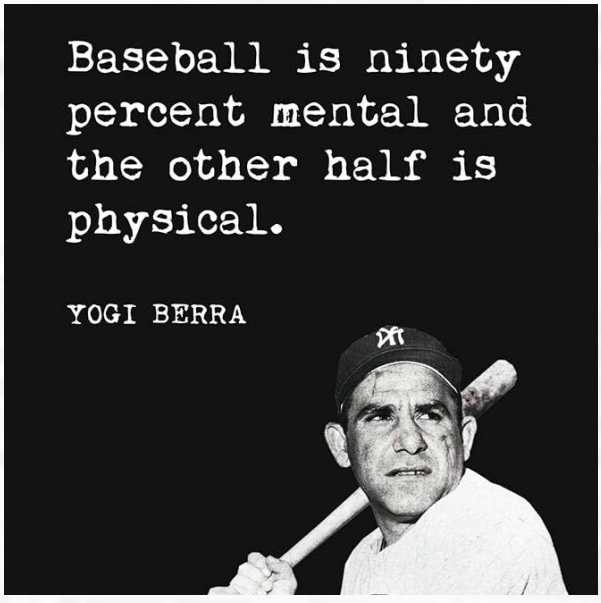
Using Self-Talk to WIN - 3 Key Takeaways



1. Build The Voice You Need

Your self-talk shapes your performance. Use words that help you stay confident, focused, and calm under pressure. When doubt creeps in, talk to yourself like a champion: clear, encouraging, and strong.

2. Reset With Purpoose

Mistakes happen. What matters is how you respond. Use short phrases like "**Flush It, Next Pitch**" to refocus your mind and stay in the moment. Your words can help you move forward with confidence.

3. Repetition Builds Believe

The more you practice positive self-talk, the stronger it becomes. Over time, these affirmations turn into beliefs—and belief turns into action. Make positive self-talk a daily habit and watch your confidence grow.