



• Sports  
• Hypnosis

by Enda O'Shea

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## SPORT HYPNOSIS

Sports and fitness is a 60 dollar billion industry, it is expected to reach 73.5 billion by 2019. The world's most accessible and practiced sport is running, while football is its most popular spectator sport. Gaelic football remains the most attended sporting event in Ireland.

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Hypnosis is a highly effective, safe and non-invasive way of reprogramming the subconscious mind to break bad habits and replace them with the desired alternatives.

Fear and fear of failure are a constant source of stress or anxiety that sabotages your or your team's performance. In sports, most of the fear athletes have is based on their perception of how important their performance is and the game is and what they assume others think about their performance.

Research shows that a large percentage of our self-talk is negative and self-defeated. Every thought that passes through our minds immediately impacts every cell in our bodies, almost instantaneously. This means the main large muscles in our legs and arms are impacted directly and instantly by our inner thoughts.

### **What Sports Hypnosis can do...**



- Motivation to go to the next level
  - Identify & Eliminate Negative Self-Talk
  - Overcome Performance Anxiety
  - Address fears & anxieties
  - Hone/sharpen an athlete's mental game for success
  - Bring the fun back to their game
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*Hypnosis is one of several techniques that athletes employ to accomplish their sporting goals and it is equally beneficial to coaches. The theory behind sports hypnosis is that relaxation is key to improved sporting performance and athletes may perform better if they are able to relax mentally and focus on the task at hand.*

## GAA / HURLING

Gaelic football and hurling are the two main games. Hypnosis can be used with all sports for example Hurling for when you want to get that perfect swing, as well as getting you in the positive mindset ready for a match.

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## FOOTBALL

It's almost impossible to ignore the impact that soccer has, it's the Worlds most popular team Sport.

Hypnosis is and has been used by many professional footballers. Even top professional players have room for improvement, learning the mental skills are as important as your physical skills.

Sometimes a player can go through a spell of bad games, each one compounding on the next, they feel as though they are in a slump.

By setting a post-hypnotic suggestion, so the moment the player walked onto the field all his mind could remember were his very best games and his very best performance.

What Enda can do is shuffle the Players experiences around placing their best performances nearest in the mind and break the slump to achieve that winning attitude!

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*“Advance your skills on the pitch as you allow your subconscious mind to develop new behaviours that enable you to achieve peak performance, every time.”*

## GOLF

Golf in Ireland continues to be one of the countries proudest pastimes, producing some of the world's elites such as Rory McIlroy and Graeme McDowell as well as some of the finest courses to grace the game.

Golf is very popular in Ireland, with over 400 golf clubs throughout the island, and over 300 courses in the Republic of Ireland. Golf is regularly televised in Ireland, with both domestic and international events broadcast.

Reboot your golf game by altering your thoughts, habits and patterns related to every aspect of the game.

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Tiger Woods is an excellent example of an incredible athlete who has used hypnosis to achieve a phenomenal level of success in golf. He has reportedly been utilising powerful self-hypnosis techniques since his early teens. Not only has he used it to visualise every swing and stroke in his mind before carefully executing it on the course, he also uses it to “get in the zone”.

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Improve your golf swing and putting skills  
Feel relaxed and confident on the golf course  
Find your personal rhythm and get in the zone!

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*“Played to my handicap. There was as notable improvement in my chip shots. I felt a lot more comfortable over the ball and played some cracking shots!”*

Recent review from a Golf Manager at Trump International Golf after one session with Enda O Shea

## RUGBY

Recent success at international level and the establishment of four professional teams has increased interest in rugby union as a sport in Ireland.

Rugby is a massive part of the Irish sporting culture. In some regions, rugby is even more popular than both Hurling and Gaelic football. The passion the Irish have for rugby has translated marvellously to international success – Ireland are consistently among the upper echelon of international rugby squads. Currently ranked 6th worldwide, the Irish national team achieved their highest position last year as the 2nd best team in the world.

With Hypnosis you can develop laser like focus and concentration so that you eliminate any distractions as you line up your shot or kick. You can enjoy “peak state”, what professionals call being in the zone, so that you feel positive and confident. You will feel like a winner.

These are just some of the thoughts running through our mind before a big game...

“What if I don’t play my best?”

“The coach is counting on me.”

“I don’t want to let my team mates down.”

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*“What the mind can conceive, the body can achieve”*

## BOXING

Boxing, which was once one of Ireland's most popular sports is now regaining popularity. The international success of boxers such as Bernard Dunne, Andy Lee and Katie Taylor has much to do with this.

When you are 'in the zone' you are very difficult to stop.

You have no fear whatsoever, and you have almost a sixth-sense to anticipate almost every move from your opponent - early, easily, intuitively and perfectly - so you can respond perfectly, in advance.

Top boxers and athletes around the world have this uncanny ability to anticipate their opponent's next move - and this ability resides within the subconscious.

Most champions are masters of this technique, and when combined with positive emotions, as well as a blend of positive suggestions, it creates a potent combination that literally wires you for success.

Mental training improves everything

- confidence, belief, concentration, focus, motivation to train, speed and effectiveness of movement such as blocks, evading punches, slip, sidestep - as well as the power and accuracy of your attack, punches, jabs, counter punches, stamina etc.

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*In 1973, Muhammad Ali was defeated by the 7-to-1 underdog Ken Norton, who broke Ali's jaw and famously won the fight. Norton worked with a hypnotist in the lead up to the fight. After the fight, Ali began working with a hypnotist himself!*

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*"Cus used to have me professionally hypnotised two or three times a day - before sparring, before training and before fights. My objective was to destroy."*  
Mike Tyson, Former Professional Boxer

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*In March 1995 Steve Collins hired the services of a hypnotist to help his preparation for the WBO Super-Middleweight Title Clash with Chris Eubank. Collins entered the ring to the music of 'Rocky'. Collins won the World Middleweight Title in Milstreet, Co. Cork Ireland on 18th March 1995.*

*The phrase printed on the back of his black T-shirt said  
- "Powerful thoughts make powerful people."*

## ATHLETICS

Athletics has seen some of the Ireland's highest performers at the Olympics, with several Irish athletes performing well for both the Republic of Ireland and Great Britain & Northern Ireland at the games over the years.

The Dublin Marathon and Belfast Marathon are run annually and are two of the most popular athletics events in the country.

Developing for example a runners state of mind gears you up for the journey, it motivates you to go the distance.

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## SNOOKER

Snooker is a game of concentration and skill however the challenge that most players have is acquiring good habits.

For Snooker, Hypnosis can help you to remove any flaws in your subconscious bad habits like lifting your head after the shot or not pausing at the end of the backswing. Once a bad habit is removed, it can be replaced with a good habit that supports much better play.

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## DARTS

Darts is a well known game with professional tournaments being held all over the World by The World Professional Darts Championship, which are now broke off into two separate organisations, the British Darts Organisation (BDO) and the Professional Darts Corporation (PDC)

Hypnosis can change the way you approach the game and is so popular with a lot of professional players.

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*“As a darts player, you have to make everybody believe you can do it so to then do the total opposite and give away all your fears is a funny sensation. Deep down, I never believed it would work until we started seeing these amazing changes in me, not just as a dart player but as a person. I don't get as angry as I used to. I would get stressed over nothing but Sharon (Scott Mitchell's wife) has noticed a change in that over the past year. I now find ways to laugh at the things that used to frustrate me. It makes you a much nicer person and then people are nicer to you. Your whole persona feels better and that is good for your darts.”*

Scott Mitchell, BDO Champion



## ENDA O SHEA

Enda has a vast amount of experience when it comes to Hypnosis. With 10 years experience and having trained with some of the top academies over the UK, Ireland, Scotland, Holland and America with some of the world's leading hypnotherapists and stage hypnotists. With a massive interest in sport himself he loves to venture out of the office and take his skills to the pitch or golf course and provide his services.

Enda O Shea Hypnosis is based in O'Connell Street, Limerick and provides a numerous amount of other services. All sessions are discreet and non-disrupted.

- \* Quit smoking
- \* Fears & Phobias
- \* Pain Management
- \* Anxiety & Depression
- \* Sports Improvement
- \* Skype Sessions
- \* Stage Shows

For any more information or to contact us please check out [www.endaoshea.com](http://www.endaoshea.com)