

# The 3'E's

How to Achieve Optimum Performance

**MEL EVES**

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# INTRODUCTION

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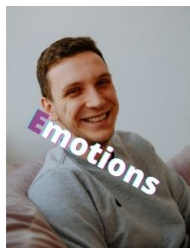


This book is my take on three key aspects which determine the quality of our performance and ultimately the results we get. Although I draw on decades of experience from being involved in professional football, the conclusions and findings I bring to you in the following pages are applicable to all sports and pretty much every aspect of our lives.

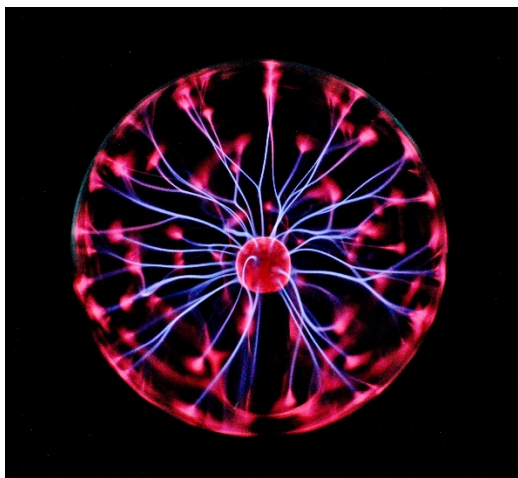
Always seeking to find out more about how to improve an athlete's performance, I have spent over 30 years continually examining techniques and methods, testing them, talking with sportsmen, managers, coaches,

doctors and scientists to find out and understand what works and what doesn't.

Now I have collated that research into the three areas I have identified as the most important keys to unlocking that extra few percent of the performance spectrum. It is called the 3'E's - namely, Exercise, Eating and Emotions.



Putting this all together results in the 4<sup>th</sup> 'E' - more ENERGY



‘EVERYTHING IS ENERGY’ – Just Vibrating at Different Frequencies.

Most of us are familiar with the term the ‘Body, Mind and Spirit connection.’

Our bodies move, consume fuel and our minds process thoughts. Our Spirit or Soul encompasses the Body and Mind along with that all important third key element of our Emotions.

If you restrict movement, put in the wrong fuel and ply the mind with wrong thoughts – you know the results. If however you understand and adopt the correct mechanics for movement, determine the best fuel for the individual body, develop your awareness and learn the techniques that produce a spirited performance, then the results will be apparent for all to see. That’s what the 3’E’s, which are at the heart of the Mel Eves Performance philosophy, are all about.

Having personally advised elite and aspiring professional footballers for over 30 years, my advice has always centered around the Japanese philosophy of ‘kaizen’. Kaizen means ‘Continuous Improvement’. In essence we look at every aspect of a player’s life and by applying small, daily changes and adjustments this results in major improvements over time.

Although a team sport, I always encourage football players to adopt the mindset of an individual athlete such as a tennis player or golfer. An elite athlete, golfer or tennis player has their own team of specialist coaches and advisers around them. They will usually have, amongst others, their own technical coach, physio, nutritionist, strength and conditioning coach, masseur, movement coach, sprint coach, sports psychologist, doctor etc.

Currently, elite football clubs tend to have an army of staff that can fulfill the various roles that are there to support the needs and requirements of the players. For instance, clubs will all have their own sports science and analysis departments covering everything from individual player's performance statistics to those of the team and forthcoming opponents.

The lower the position in the football pyramid, the less support staff but whatever the position is with support, I still encourage players to develop the attitude of 'Kaizen' and continually asking themselves the question "What can I do in order to make an improvement in my overall performance?"



The key is to surround yourself with people who have the expertise and experience in every area that will assist you in achieving your goals. People who have been there, done that, and 'Got the T-Shirt' can be as, or more valuable than someone who has just completed a course or graduated from college.

Whilst we all have to learn, who would you choose to fly the aircraft you are about to board – the person who scored highly on their flight simulator course or the pilot who had successfully completed hundreds of passenger flights in all sorts of weather conditions?

### **\*KEY TAKE AWAY**

‘An Expert Team in your corner makes the marginal difference between Winning and Losing.’

# EXERCISE -

## The 1st 'E'

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### SKILL AND ABILITY IS ONLY A PART OF IT

When I deliver a talk or seminar to a group from a football academy, one of the first questions I ask is “Who is the most skillful player in the squad”, which develops some banter and stimulates some interaction with the audience. Now, for that skill and ability to count for anything, the player has to actually have the ball, so I then ask the group “How long are you personally in possession of the football in a 90 minutes game?”



The answers vary, with some saying between 5 to 10 minutes. The correct answer is that players are in possession of the ball for no longer than 2 minutes, and that is for full backs or central midfielders who usually have more possession than the rest of the team.

The follow-on question to that fact is “So if you only spend a couple of minutes on the ball, what are you doing for the other 88 minutes?” Well the answer is that you are moving, or preparing to move, into certain positions depending on the phase of play and which team is in possession etc. You are obviously not sprinting flat out all the time, however you have to be able to respond at any moment from being still, or walking, to sprinting at full speed within an instance.

Whilst practising and refining our ability with the football is obviously very important, it doesn't matter how good we are if we don't get the opportunity to use that skill. In general, the fitter, quicker and the better that we move around the pitch, the more that we can influence the game.

When we move, we use energy. If we move inefficiently, we need more energy to cover the same distance and this limited resource runs out sooner. Players who move efficiently with the proper mechanics will move faster with less effort.

## THE ART AND SCIENCE OF MOVEMENT



During my professional football career, I was introduced to an amazing man who was to have a profound impact on me when it came to the subject of optimum performance, and in particular, how to actually run and move properly.

The late, great Roger Walters was at the time I met him a sprint coach at the Wolverhampton and Bilston Athletics Club and had been invited in to work with the football players at Wolves. I, along with the majority of the squad, were that impressed that we joined in sessions organized by Roger at the Athletics club in our own time.

Roger Walters went on to be the Senior Sprints Coach for Great Britain at the 2008 Beijing Olympic Games.

When I retired from professional football, I started to advise and represent players and every player was always advised to take advantage of working with Roger. The lads that invested in themselves and saw the potential of being coached by Roger, benefitted immensely, resulting in improved performances on

and off the pitch. Not only did they feel fitter and sharper, but also suffered far less regarding non-contact injuries.

Each player was assessed and taken through a series of exercises that corrects inefficient movement patterns and provided with a personalized program.

The results of better movement and running techniques are obvious; not only faster acceleration and higher top speed, but fewer injuries and much more energy.

My experience shows that the majority of footballers are not taught the mechanics of movement, so don't know how to run and accelerate properly. Therefore, they aren't as fast and mobile around the pitch as they could be, so will struggle to achieve their full potential.

## **HUMAN BEINGS ARE CREATURES OF HABIT**

So, it is best to make sure you develop 'Good' Habits.

When at football games, I take an interest in the pre-match warm up routines. I am familiar with the various running drills that the players are put through. Whilst most of the players' technique when executing the drills is good, there are some that are poor, at best.

- In this respect 'Practice does NOT make Perfect'.
- 'Practice makes Permanent'.
- It is only 'Perfect Practice that makes Permanently Perfect'.

Actions repeated over time become habits, and human beings are creatures of habit. It is therefore crucial that the actions we take are correct and empowering, in order to develop into the good habits that consistently produce the desired results we are looking for.

There are four stages in becoming a master of any technique or discipline:

1. UNCONSCIOUSLY INCOMPETENT

You don't know that you don't know.

2. CONSCIOUSLY INCOMPETENT

You become aware about the technique or discipline, but don't know how to do it.

3. CONSCIOUSLY COMPETENT

You can now carry out the technique or discipline whilst being guided or coached, but you have to concentrate.

4. UNCONSCIOUSLY COMPETENT

You are now proficient at the technique or discipline, so much so that it has become a habit and you don't have to 'think' how to do it.



An example of the four stages are when we learn to drive a car.

1. We have plenty of experience of being a passenger in a car as children. We are aware that an adult, usually a parent, drives the car, however we are totally unaware

of exactly what is involved when it comes to being behind the wheel.

2. We sit in the driver's seat for the first time at the start of our first driving lesson. One of the first things we notice is that there are three pedals and we have only got two feet! There are various mirrors, knobs, buttons and indicators, which all have a function. We quickly realize that we don't know how to drive.
3. After several lessons we become more proficient and eventually pass our driving test. However, we had to concentrate, particularly when it came to hill starts!
4. After driving for a few years, we can embark on a journey with a few passengers and when finally arriving at our destination, we may be able to recall some of the conversation – however we have no recollection of large parts of the journey and we certainly never had to think about how to actually drive the car.

### **\*KEY TAKE AWAY –**

Always look to be consciously aware of the way that you move your body, the way that you breathe and even the way that you sit on your chair, as this can have a major impact on your performance, as well as your overall health and wellness.

# EATING –

## The 2nd ‘E’

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### ‘WE ARE WHAT WE EAT’

You have no doubt heard this before, however it is as valid now as it ever was.

We are the products of our environment, both internally and externally.

Before I cover what we put into our bodies, it is important to understand that our external environment is becoming increasingly more dangerous and toxic. Electromagnetic fields (EMFs) are everywhere in our technology driven world and I recommend looking into truly independent studies around mobile phone radiation, smart devices and the proliferation of phone masts popping up everywhere, even on school buildings.

What we eat and drink has a big say on the quality of our health, how well we feel and perform both physically and mentally.

The human being is the most amazing creation on the planet, consisting of over 50 trillion cells all working in harmony to produce a healthy, thriving individual.

Like any high-performance vehicle, the fuel put into an athlete's body is critical. The fuel put into a Formula One car is not the same as you would put in a family saloon.

So it is with athletes. Much work has been done on nutrition and most people involved in elite sport know a great deal about it. However, it is important to understand that we all have our own unique DNA and therefore every sportsman will have their own specific dietary requirements.

A one-size-fits-all policy may be OK for the majority, but it's not right for professional athletes. Whilst serious food allergies can quickly become obvious, few people will be aware of any food intolerances they might have. However, for the professional athlete, the slightest intolerance will make a difference to their efforts; it will have an impact on the effectiveness of the last few percent on their performance spectrum.

Therefore, it's vitally important to become aware of anything that might have an impact on performance levels. The Second E is about discovering what these might be for each individual,

then making the necessary modifications to avoid these problems. In some cases, only a minor change may be needed, yet the results can be remarkable.

I speak from personal experience that understanding what to eat, and even more importantly what not to eat, can make a significant improvement in one's overall physical health and wellness.

## **FOOD CHOICES**

Just under twenty years ago, I was listening to a programme on the radio in which a doctor was being interviewed regarding the effect that food choices can have on overall health and human performance. The doctor in question was Dr Sam Shohet. He had devised his own DNA hair test, which could determine not only any underlying health issues or concerns, but also evaluate the foods, and food additives, that you need to avoid.

At this time, I was a football agent looking after a number of players who were at clubs from the Premier League down to non-league. I was always on the lookout for anything that could improve my players' performance, and this was certainly something that warranted further investigation.

I decided to call the number I had taken down whilst listening to the radio and proceeded to have a good conversation with the doctor's secretary which resulted in me agreeing to be the Guinea Pig and send in my own hair samples to be evaluated.

There is a big difference between having an allergy, such as a nut allergy or the signs of an allergic reaction typically shown with hay fever, and an intolerance. It is pretty obvious when a person is allergic to something, but it is far less straightforward when it comes to intolerances.



A continued low-level reaction to something, usually food, is called an intolerance. Everything is energy just vibrating at different frequencies, and the more energy that is used by the body's resources in combating any intolerances leaves less for performing in your work or sport.

Therefore, a non-invasive DNA test that determines what foods a person has an intolerance to has to be a good idea. So, I posted off my hair samples and awaited the results.

My report came back quickly, and the areas highlighted included drinking more water and removing sugar, wheat, and dairy from my diet. Now this was a bit of a challenge, as my regular choice of breakfast was a wheat-based cereal with milk and sugar or honey.

## WATER



The first item mentioned was to make sure that I was drinking two litres of pure filtered water per day. Tap water was to be avoided, because of chemicals such as Chlorine, Fluoride and

Lead as well as estrogens and pharmaceutical compounds toxic to the body.

## **TOXIC METALS**

Eating, of course, starts with putting food into our mouth, so it was alarming for me to learn that dental amalgam fillings comprise about 50% elemental mercury by weight. Mercury is extremely toxic, so I decided to have my dental cavity fillings, which were the result of my sweet tooth as a child, safely removed and replaced with a more holistic solution.

One of the other ways that Mercury enters our body is through eating fish, so if you do like fish with your chips, it is best to choose a variety that contains a very low level of Mercury.

Aluminium is a neurotoxin which affects the brain and nervous system and is strongly linked to Alzheimer's disease. It enters our bodies through the food that we eat as well as being an ingredient in antiperspirants and beauty products. Aluminium is also used as an adjuvant in most vaccines, including the seasonal flu jab.

## **GMOs**

Genetically Modified Organisms (GMOs) were introduced into the food system in the 1990s and are to be particularly avoided. Heralded as the answer to poverty and feeding the world by increasing yields, they have been nothing short of a disaster for people's health and the environment.

GM foods were supposed to reduce pesticide use, whereas in reality they have turned glyphosate, the key ingredient in the weed killer Roundup, into one of the most widely and recklessly used herbicides in the world.

One GM product that has infiltrated the food supply is Soya. The upsurge in its recommendation as a healthy option has been nothing more than a marketing ploy which has resulted in a further reduction of the nutritional content of our food. Well over 90% of soya products are genetically modified, so I urge you to steer clear of soya as much as possible.

## SUGAR



I had to remove any form of sugar and this included processed foods containing sugar. Processed refined white sugar is literally pure white and deadly. Do not replace your sugar with any artificial sweeteners and avoid as much as possible any items containing Monosodium Glutamate (MSG) and Aspartame.

MSG is an excitotoxin, which means it overexcites your cells to the point of damage or death, causing brain damage to varying degrees. It is used as a flavour enhancer in a variety of foods.

Aspartame is one of the most dangerous substances added to most foods today. Major questions need to be asked into how

this artificial sweetener was approved for public consumption in the first place.

## **FOOD ADDITIVES**

The best way to avoid MSG and Aspartame is to stop consuming processed foods and those labelled ‘sugar free’ or diet products. So, if you stick to a whole, fresh foods diet you can pretty much guarantee that you have the best chance of avoiding these two toxic artificial food additives.

## **WHEAT**



Being advised that I had an intolerance to wheat really surprised me, as at the time there were adverts on the TV with sporting celebrities endorsing the benefits that a certain wheat filled breakfast food may have in relation to our heart health.

I have since learned that food and beverage companies have a big advertisement spend in order to generate profit for their bottom line and not to provide so called health education. It is

important to obtain information from truly independent sources that have no conflict of interest.

You, like me, would have thought that wheat being the main ingredient in bread and the staple diet for centuries would be perfectly safe to eat. The wheat that our parents and grandparents ate was far more nutritious and safer for us than the modern wheat of today. The dwarf or semi-dwarf varieties of today account for over 90% of the wheat used in bread and other products.

This dwarf wheat has been engineered to give the producers a much greater yield and therefore profit. Unfortunately, the consequence of this manipulation has been the horrendously detrimental effects on the consumers' health.

Modern wheat triggers the process of glycation that underlies disease and aging. Whole wheat bread increases blood sugar to a higher level than sucrose (table sugar), which can eventually lead to such conditions as obesity, heart disease and diabetes.

## DAIRY



Milk and dairy were another big surprise to me as a food group I was advised to avoid. Again, the advertising and promoting of

dairy being beneficial for us proves to be better for the dairy industry's bottom line than the overall health of its consumers.

Cow's milk is intended for baby cows. Human beings are the only ones that drink the milk of a different species.

As we get older, we have less of the enzyme lactase. This enzyme allows us to digest the lactose in milk, but levels drop after weaning. Without as much of this enzyme we cannot properly digest the lactose in dairy milk. Therefore, many of us have a problem one way or another with dairy.

Both wheat and dairy are relatively new additions to the human diet. We have been on the planet for hundreds of thousands, if not millions, of years and it is only in the last few thousand years that wheat and dairy have been introduced into certain cultures. It is only in the last fifty years that industrial farming methods have refined these foods to a point where they are barely recognizable from their original form and contain very little, if any, nutritional value.

Where appropriate, and whenever possible, endeavor to eat fresh organic foods, particularly raw, high-quality organic fruits and vegetables.

Eating a balanced diet full of whole, natural foods is still the best way to promote good health. We only have to look at traditional societies around the world eating food sources found close to nature, who show none of the characteristic diseases found in societies eating the standard Western diet.

After a couple of months of undertaking these changes in my dietary regime, I certainly noticed the difference in my overall health and wellbeing. I had shed about a stone and a half of excess weight that had slowly crept on over a few years. One of the most noticeable positive aspects was after playing in a charity football match, not only did I feel better whilst playing

in the actual game, but the most striking result was concerning my recovery afterwards. The fact that my knees didn't swell up and I wasn't hobbling around for the next few days following the match was amazing and felt such a relief.

### **\*KEY TAKE AWAY**

Everyone is unique and will have their own specific DNA. Therefore, it makes sense to know what foods are good for you and what aren't. Investigate by doing your own experiments by leaving certain foods out of your diet for a time and notice how you feel. What works for me might not work for you, so I thoroughly recommend investigating this second 'E' – because 'WE ARE WHAT WE EAT.'

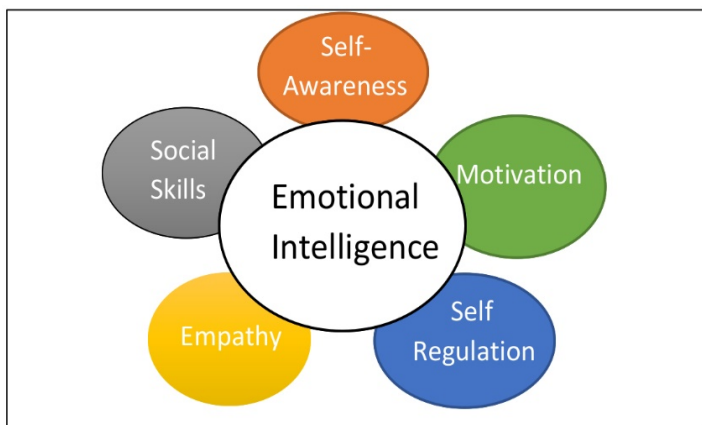


**Disclaimer :** The content of this book is for information only and is not intended for diagnosis or treatment. For health advice it is recommended to consult a suitably qualified medical professional.

# EMOTIONS –

## The 3rd ‘E’

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### WHAT IS YOUR EQ?

We have all heard of IQ (Intelligence Quotient) and how this relates to cognitive thinking and intellectual ability in particular. However, what is not talked about nearly as much as IQ is EQ (Emotional Quotient), otherwise known as Emotional Intelligence.

Emotional Intelligence is the distinguishing factor when it comes to consistently performing well in elite sport. In fact, I would go as far as to say that in virtually any walk of life, the



person with a higher EQ performs consistently better than those with a lower EQ.

We have between 60 to 80 thousand thoughts every day. Now less than 10% of those thoughts are conscious (those that we are aware of), the vast majority being subconscious. It was originally assumed that it was thoughts that lead us to take action and then from that action we get a result. Now depending on the result that sparks new thoughts, the process goes around again and again.

However, science and physiology show us that we actually take action from the feeling or emotion that is created from the thought. Then we either react or respond depending on the emotional state that we are experiencing which then gives us a result or outcome.

When our thoughts trigger emotions such as fear, anger, guilt or shame, we then react in a disempowering way which produces a negative result. If we stay stuck in this negative state, we can start to spiral downwards and eventually fall into a state of depression.

If, on the other hand, our thoughts produce emotions such as love, gratitude, courage and joy, we respond appropriately in an empowering way which leads to positive outcomes. Continuing in these enriching emotional states causes us to spiral upwards and to achieve the state where optimum performance is achieved. This state is usually referred to as being 'In Flow', 'In the Zone' or 'Present'.

My research on the subject of human performance has taken me around the world, in particular the east and west coasts of America, Europe and all over the UK. I have studied many modalities and methodologies, all with the objective of improving and optimizing human performance.

My work has taken me into the realms of the ‘ologies’ such as biology, anthropology, physiology, reflexology, kinesiology, neurology, psychology etc. There are many tools, techniques and methods that work and have a place when it comes to facilitating optimum performance.

## ‘IN THE ZONE’



Scientifically proven techniques are used to help players get themselves ‘in the zone’. This means that they are able to perform instinctively in the moment and allow their intuition to guide them effortlessly through their performance, without having too much time to (over)think about what they are doing.

We’ve all seen examples of sportsmen having too much time to think and either losing the chance or making the wrong decision – for instance, in a penalty shootout, or when a striker is clean through and has that one on one with the goalkeeper.

This means that players will be able to perform consistently well when under pressure and take what otherwise might be

stressful situations in their stride. They are also less likely to act inappropriately and will be able to produce a higher quality of decision-making in key situations – no lashing-out at opposition players or cursing at the officials, for instance. The results of this will show up in all areas of their game.

Emotions are felt in the body, such as a heart-felt emotion or a gut feeling for instance. Once we are aware of our emotional state, we are then much more able to deal with it.

## **LETTING GO**



The key is to actually process our emotions as we are naturally designed to do as human beings. We experience the feeling or emotion in our body, which then flows through us and we let it go.

Young children do this naturally. Just picture two four year-olds, in a nursery class, we'll call them John and Steve. They are playing really well together with all of the toys on the floor of the classroom, along with the other boys and girls.

After quite a while of sharing the toys together, Steve starts to play with the big red fire engine and doesn't let John join in.

John gets upset about this and runs to the teacher, and says, crying in between his words, “Miss, miss Steve isn’t playing fair, he is playing with the big red fire engine himself and won’t let me play with it too.”

The teacher comforted young John and told him that everything would be all right, she then took John back to Steve and said “Steve, you and John were playing so well together, sharing the toys and having a great time.” Steve didn’t realize he had hogged the big red fire engine and the boys immediately went back to playing as they were and thoroughly enjoying themselves.

The following day the boys again played brilliantly together and had a smashing time in each other’s company. John didn’t say to Steve “I hope you are going to share the toys today and not hog the big red fire engine like you did yesterday.”

John had felt the emotion of upset and lack of approval when he couldn’t play with the big red fire engine with Steve. John then experienced the brief feeling of grief and loss with an outpouring of his feelings when running to the teacher. Once the event happened (Steve hogging the big red fire engine), the emotion was triggered and experienced, finally the emotion was let go of or released.

This is how we are meant to process every emotion - feel it and then let it go.

However, what sometimes happens if we roll forward 20 or 30 years with John and Steve. I bump into John and ask him “How is Steve? I know you two are friends from way back in nursery school together.”

John says, “Don’t talk to me about Steve, unless he apologizes, I’m not talking to him.” Further questions to John about what happened, and he can’t really remember except that he believes

its Steve's fault. How often does this scenario play out with feuds relating to family and friends?

## **BELIEFS**

The reason is that as adults we can react to our beliefs or programming, which are subconscious. Our beliefs, which are a result of our culture and environment, prevent us from processing our feelings properly and we end up bottling up our emotions instead of letting them go.

Just think about the saying 'Little boys are to be seen and not heard.' How many people, especially men, have bottled up emotions that should have been released when they were children, but have remained buried in their subconscious to block them from achieving their full potential as adults?

Most of us carry around a huge weight of accumulated negative feelings, beliefs and attitudes. Many people carry a heavy sack full of unprocessed feelings around with them for most of their life. This uses untold energy to keep hold of these emotions. We all know how difficult it is to keep a beach ball under water when it naturally wants to rise to the surface. Well that is the energy we are using to keep those emotions down that we have refused to let go.

The beach ball analogy is an example of the way that we can suppress and push our feelings down. This conscious suppression of our feelings can eventually lead to a wide range of physical conditions and illnesses.



We can also repress feelings subconsciously as they are too painful to be in our awareness. Two of the ways that our mind represses painful feelings is by denial and projection.

Because of fear, guilt and shame, we repress the feeling and deny its presence within us. Instead of feeling it ourselves, we project it onto others. Blame is placed onto people and everything outside of ourselves. Projection is one of the main mechanisms used throughout the world - it is always somebody else's fault.

Another way of handling emotions, is to express them by ranting and verbalizing our feelings. Expressing one's feelings is not the same as processing them correctly. On the contrary, expressing tends to heighten that emotion and give it more energy. The expression of a feeling also allows the remainder of the emotion to be suppressed into the subconscious mind.

Many of us attempt to avoid our feelings altogether by avoiding and escaping from them by various means which often result in dependency and addictions.

Not processing our feelings in the natural way results in all kinds of challenges to our physical, mental and emotional health.

However, when we correctly let go of our feelings, we immediately become lighter and are filled with more energy.

To get the results that we truly want and deserve, we have to have the courage to do the right thing.

## RELEASE THOSE BLOCKS

In order to perform consistently well, particularly under pressure, we have to release any subconscious blocks that are holding us back. This is the root cause that prevents us achieving our goals in life.



*‘Achieving optimum performance is an ‘Inside/Out’ job’*

*‘What we think about comes about’*

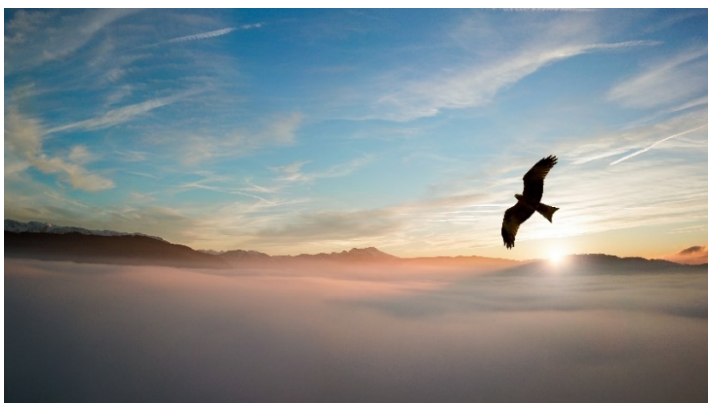
*‘To Know and not to Do, is not yet to Know’*

That is why every one of my seminars includes the practical know how as well as theoretical and scientific information.

## \*KEY TAKE AWAY

### 'YOUR ATTITUDE DETERMINES YOUR ALTITUDE'

*How high do you want to soar?*



*Mel Eves Performance* delivers consultations, seminars and workshops either on a one-to-one, or group basis. This has proven to be highly effective at broadening the awareness and perspective of professionals in sport and business - transforming performance and getting results.



Why not check out one of Mel's videos on YouTube.

<https://youtu.be/SW7REcwekcQ>



## ABOUT THE AUTHOR



With over 30 years first-hand experience Mel Eves is now a fully qualified Performance Specialist assisting people to perform to their true potential whether that be on the sports field or in business.

Following a successful professional football career of 9 years at his home town club Wolves at the age of 27, a ruptured Achilles tendon severely curtailed his progress and although he went on to play at Manchester City, Sheffield United, Gillingham, West Brom and Walsall, he wasn't able to attain the fitness required to again play at the top level of the game and retired aged 32.

This experience led him on a world-wide quest to find out how we as human beings, attain optimum performance.

Mel's passion is to now speak and deliver seminars and workshops on how we perform, particularly under pressure, teaching how we can all get 'In Flow' or, 'In The Zone'.

For more information about Mel Eves go to:-

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# Credits and Acknowledgements

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2<sup>nd</sup> 'E' Sam Shohet BDSrtd MGDSrtd LiAc MBAC ICAKcert

Dr Sam runs his Integral Health practice in London's Harley Street. He has successfully treated thousands of patients and his revolutionary DNA hair test has been used effectively for well over 25 years.

3<sup>rd</sup> 'E' David R. Hawkins, M.D., Ph.D.

Dr Hawkins' seminal books 'Power vs Force' and 'Letting Go' have been instrumental to my understanding of how our emotions play such a key role in how we perform as human beings.

Des McCabe

Des's ground-breaking book 'Work It Out!' and subsequent courses have inspired me to write this book. I recommend everyone checks out: [www.workitout.info](http://www.workitout.info)

Clive Williams

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Julie Driver

Work It Out! Colleague who I thank for casting her expert eye over the grammar.