

# OUTPERFORM

T H E N O R M



# EPIC

Enhanced Performance  
In Competition



# About EPIC

What is the ONE defining characteristic of every winning athlete, team or school?

## MENTAL TOUGHNESS.

You have to be unstoppable from the neck up before you can be unstoppable from the neck down. So, how much time do you spend training mental toughness?

## PROBABLY NOT ENOUGH.

EPIC (Enhanced Performance In Competition) exposes you to the advanced sport psychology techniques used by elite and professional athletes, showing you how to increase confidence, respond to adversity, remove self-imposed limitations, stay motivated and condition a mindset for success that extends far beyond athletics...and into your everyday life.

The Outperform The Norm EPIC program is a 12-module complete virtual training system that you can access anywhere, anytime, from your computer or mobile phone. It's convenient, portable and proven to raise your game.

[OutperformTheNorm.com/EPIC](https://OutperformTheNorm.com/EPIC)

## What's Included in the EPIC Program?



### COMMITTING. COMPETING. SUCCEEDING.

MODULE 1

You must condition the mind like you condition the body - with focus, effort and consistency. This module describes the three fundamentals of an Outperforming mindset and how to put them into practice...immediately.



### OWNING AND SMASHING YOUR GOALS

MODULE 2

Show me an Outperformer and I'll show you someone with ambitious goals and a carefully constructed plan to achieve them. Get the essentials of the goal setting process and the critical elements to own and smash any goal you set.



### MASTERING MOTIVATION

MODULE 3

Motivation is not something you're born with - it's something you CREATE. Discover how Outperformers master motivation when they need an extra boost, anywhere, anytime.



### PRACTICING WITH A PURPOSE

MODULE 4

Outperformers are efficient and intentional with their practice. 'The Norm' goes through the motions. Make your training 10x more effective and become better at everything you do, faster.



### UNLEASHING THE ALPHA DOG

MODULE 5

When you're the "Alpha Dog," others need to come up to your level - you're not coming down to theirs. Learn the critical confidence strategies so you can unleash your greatest performance when the pressure is on and it matters most.



### DEVELOPING GRIT

MODULE 6

There are no overnight successes...in sports and in life. Everything worthwhile requires GRIT. Outperformers develop this discipline and relentless work ethic to not stop until they've reached their final destination.



## BUILDING BULLETPROOF RESILIENCE

MODULE 7

Knocked down? Get back up. STRONGER. The single greatest skill any Outperformer possesses is the ability to positively respond to adversity. This module pulls back the curtain on what mental toughness truly is...and how you can build it.



## GETTING IN "THE ZONE"

MODULE 8

The Zone is a special place where you're cool, calm and collected and performing at your highest level. Outperforming athletes get there more often and this module outlines the things you must DO (and must AVOID) to achieve peak performance.



## STEPPING UP AND LEADING

MODULE 9

Outperformers are leaders. They're not afraid to step up and stand out. They elevate the play of others. Be the one who teammates rely upon in the most critical times when they need to raise their collective game.



## HARNESSING YOUR NERVOUS ENERGY

MODULE 10

Everyone gets nervous, even top Outperformers. The difference is that 'The Norm' views nerves as something that's going to hurt them instead of help them. Learn to flip this switch, where the more nervous you are, the BETTER you'll perform.



## PLAYING TO WIN VS. PLAYING NOT TO LOSE

MODULE 11

Outperformers play to win. They strive to succeed instead of fearing to fail. In the heat of competition, bringing this belief is the difference between those who come through in the clutch and those who let down.



## OVERCOMING OVERTRAINING AND BURNOUT

MODULE 12

Your physical and mental energy is like your cell phone - it must be recharged to perform optimally. This module provides the tools so you can stay sharp and maintain the Outperforming edge during long training and competitive seasons.

# EPIC Bonuses

BONUS #1

## BEYOND POP TARTS AND GATORADE

Many youth athletes are malnourished and don't fuel their body to Outperform. This ruins their ability to function optimally because they are driving their car (body) on an empty tank of gas. This bonus training will change the way you look at performance nutrition and provide simple, superior and convenient solutions for the youth athlete.

BONUS #2

## GAME DAY READY

Brutal competition + a suffocating pressure to perform. Are you Game Day READY? This bonus module gives you the strategies to calm your mind and sharpen your focus, so you consistently deliver under the brightest lights, on the biggest stage, against any opponent.

BONUS #3

## COMPETING IN THE CLASSROOM

Study faster. Learn easier. Take tests better. Outperformers can also dominate the classroom. Use the same strategies that have made you successful athletically and discover how to apply them academically, so you can maximize your performance on the education 'field of play.'

Visit [OutperformTheNorm.com/EPIC](https://OutperformTheNorm.com/EPIC) To Get Started!

Individual, Team and School Pricing Available

# About The Founder

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**SCOTT WELLE** is a #1 international best selling author, speaker and founder of Outperform The Norm, a leading program for athletes and business leaders looking raise their game and perform at the highest level.

While the rest of the competition is playing not to lose, Scott teaches people to play to win. His proprietary “Commit / Attack / Conquer” formula ensures people fall asleep at night knowing they are making the most of their precious days on this planet. For this, Fox 9 in Minneapolis-St Paul has called him a “Motivational Expert.”

Scott’s eight best selling books, articles, videos, podcasts and online programs inspire hundreds of thousands of people worldwide. He has a Master’s degree in Sport Psychology and serves on advisory committees of three national level organizations. He regularly speaks and consults with top performing executives, sales professionals and entrepreneurs, as well as elite athletes, all with one common goal: to **OUTPERFORM THE NORM**.

Scott enjoys pushing his own physical and mental limits, completing five Ironman triathlons, 27 marathons and a 100-mile ultra marathon run. He is very close with his brother, Jason. Together they “plod” at least one marathon together each year, laughing the whole way.

Get to know him at [ScottWelle.com](http://ScottWelle.com)

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