

MY
TENNIS
HQ



Think Less, Win More

7 Pro Mindset Secrets That Quickly
Transform Your Tennis Game



You've Picked the Right Coaches!

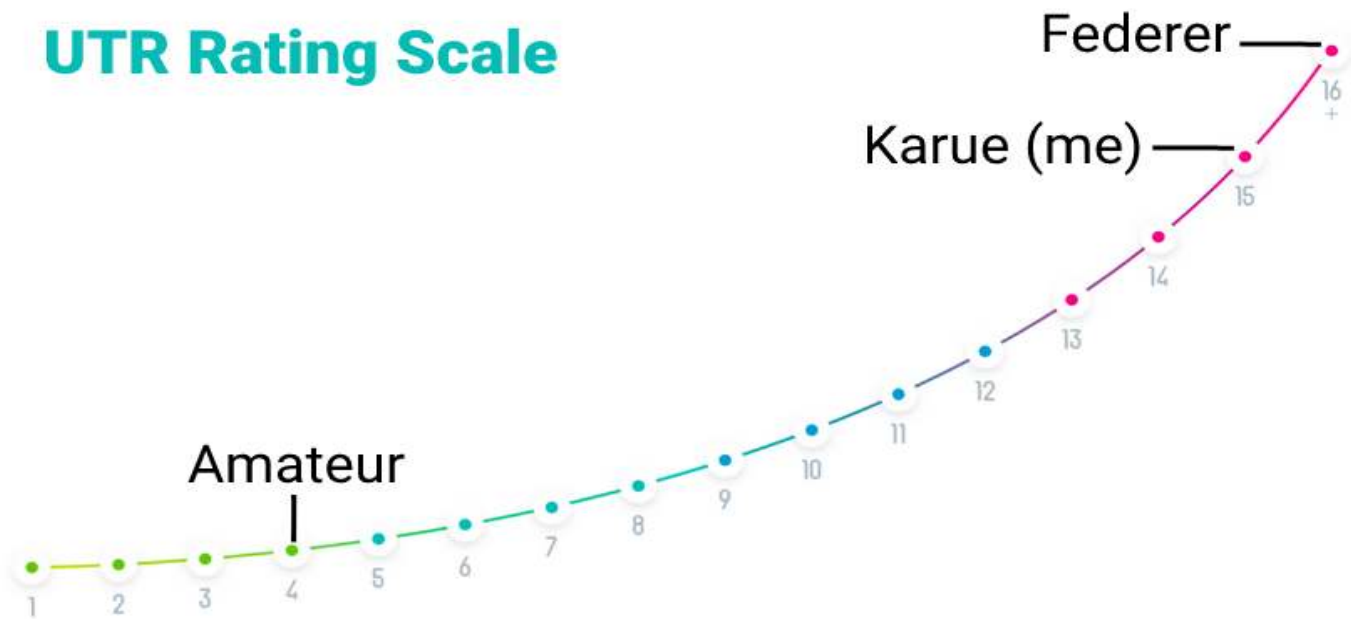
My Tennis HQ is brought to you by Gui Hadlich and Karue Sell, passionate former D1 college and ATP professional players. With 20+ years of experience at the highest levels of tennis, we're excited to give you the secrets we learned from the top coaches and most elite academies.



We reveal pro tennis tips that help amateur players quickly win more. Our simple yet powerful advice will transform your tennis game so you can dominate your court and love playing.



UTR Rating Scale



Here's What Players Like You Say About Our Coaching...

“I couldn’t believe how fast I saw my game improve. people at my club literally asked me ‘what the hell have you been doing? you’re like a different player.” –Ben G.

“This helped me so much. it just clicked in my head. I tried it on court and **my game sky rocketed!**” –Agas O.

“These are great keys for any player. **The guide made me redefine how I want to play**—and that’s with more FUN and less F#*%.” –Mike M.

“You're a phenomenal teacher Karue 👍 **I love how clearly you can express the details and ideas** from your extensive tennis knowledge.” – Liam A.

“Tried this today and it was **the best my groundstrokes felt in a long, long time.** Thanks 👍” – Cade N.

“**I won mens 4.0 in Savannah** this weekend. 4 matches. Thx for the awesome advice. It has helped me :)” – Chris C.

“**A big factor of my improvement in tennis has been the mental tips you’ve shared.** I love how it’s simple and immediately actionable.” – Randy I.

Get ready to win a lot more matches and love playing. But first we have to mention this...

Disclaimer

The contents of this guide are intended for educational and informational purposes only and are not intended to serve as medical, psychological, or professional advice. You should consult your physician or other healthcare professionals before starting this or any other fitness program to determine if it is right for your unique physical and mental needs. You should not rely on this information as a substitute for, nor does it replace professional medical advice, diagnosis, or treatment. The use of any information provided in this guide is solely at your own risk.

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Introduction

“Tennis is mostly mental. You win or lose the match before you even go out there.”

— Venus Williams

You step onto the court. You’re pumped. Confident. Ready to dominate. And why wouldn’t you? You played great in practice the other day. Sure, your hands are sweaty on your racket grip. But, hey, that’s normal.

You feel your heart race in your chest, but that’s just pre-match jitters. As soon as you start playing, they’ll disappear — right?

But then you make a silly unforced error. *What the hell was that?* You yell in your head. Ok, ok. You just need to concentrate harder on the different parts of the forehand you’ve been studying. *Just go through your checklist and you’ll nail it*, you tell yourself.

But now you’re in your head. You’re not thinking about what shot you want to hit. Instead, you’re just reacting to your opponent’s ball. You feel the pace of the match tilting in their favor.

You need to get back in this. You go for a big winner, but your footwork is off and you hit from a bad position and drive the ball straight into the net.

You yell, %&\$#?@! – this time out loud. You're pissed. *Why am I playing this way? I'm better than this.*

And just like that, **you're locked in a downward spiral that continues the rest of the match.**

We've all been there. It doesn't matter your level of play. It doesn't matter how many years you've been playing. It doesn't matter if you play daily or once a week. And it doesn't matter if you're a new, recreational player or a seasoned professional on the ATP Tour.

If you've played tennis then you've found yourself in at least one, if not several of these situations:

- ✓ You play great during practice but not so well in matches with others.
- ✓ You lose to players you know you should beat.
- ✓ You make too many unforced errors.
- ✓ You fall into double-fault holes you feel you can't get out of.

- ✓ You yell at yourself internally (or worse, out loud).
- ✓ You feel like your game is stuck in neutral, no matter how hard you practice or concentrate.
- ✓ You've lost a shot that used to be strong.
- ✓ You feel like you're letting yourself (and your doubles partner) down.

So what's the root cause behind each of these very common tennis challenges?

→ **One word: Mindset.**

Tennis is relatively easy to learn but incredibly challenging to master. That's **because it's such a difficult game mentally.**

We're under constant pressure to make complex decisions in fractions-of-a-second — all the while coordinating our entire body to execute one of an infinite number of shots — every single time the ball comes our way.

Who wouldn't feel intense pressure facing that?

It's well known that this game is as much mental as it is physical. In fact, many say that **tennis is 80% mental and only 20% physical.**

Achieving success as a tennis player, regardless of your level, depends on your ability to deal with pressure on the court. **The first opponent we face is ourselves.**

Most Amateurs Will Never Know What YOU Are About to Discover

You're about to unlock the most valuable secrets my co-founder, Gui, and I learned from 20+ years of intense tennis at the highest levels.

As D1 and professional ATP players, we were fortunate to have access to coaches most can only dream of working with. We played around the world, trained at the best facilities and academies, and spent time with other top-tier athletes where we traded secrets about what really improves your tennis play.

We both put an incredible amount of work into our tennis careers. It wasn't always easy. But it was always rewarding and, because we love this game so much, we feel privileged to experience tennis at the elite level.

And we're honored that we can hand you **the very best-of-the-best** of what we discovered from these elite coaches, sports psychologists, and academies so you can transform your game. We promise that if you follow our advice, you absolutely will:

- 1 Quickly start playing at a higher level.
- 2 Feel confident that you have a secret weapon every time you play.
- 3 Let go of stress and fall in love with tennis on a new level.



Karue here - this was a shortened version of the intro. When you get the complete guide, be sure to read the full intro - i put some very important tips in there for you!

Next, scroll down for your sample about our "U.P.I." technique...

Pro Secret #4: Know Your “Unique Player Identity”

We've talked a lot about simple improvements that can have a huge impact on your game, like playing more to your strengths. But that begs the question: What are your strengths?

So many players I work with never take the time to think about who they are as a player. Are you strong at the net? Are you a serve and volley player? Do you grind from the baseline? Are you an endurance player who can outlast others in a rally? Or is your aim to end a point fast?

And, just as important as your strengths, what are the big weaknesses that you want to avoid?

Looking at yourself holistically is vital to improving your game, but it's rarely taught at the recreational level. In fact, I wasn't taught this skill until I began playing at elite levels with world-class coaches. But YOU can do it, starting now.

Identify Your “Unique Player Identity” (UPI)

An essential part of my coaching for players at all levels is identifying what I call **Unique Player Identity (UPI)**. Determining your UPI involves taking a close look at the 3 key aspects of your game to assess both your strengths and weaknesses:

- **Technical** (e.g. swing path)
- **Physical** (e.g. footwork, stamina)
- **Mental** (e.g. panic)

This is much deeper than a general statement about yourself, such as, “I’m a baseline player” or “I hit with topspin.” It’s about knowing where you feel comfortable and strong, and where you feel vulnerable, as a player.

There are no right or wrong answers here. Every player naturally feels confident in different strokes and situations. **This is about figuring out where you feel comfortable and using that to your advantage.**

At the same time, you don’t want to overcomplicate these insights so that they become a distraction while you’re playing.

Start Small

You want to avoid overwhelm, so when you're developing your UPI, start small. You don't have to be fully aware of every part of your game at once.

Even a small amount of awareness will dramatically increase your performance on the court.

And once you feel comfortable, you can add additional layers to your UPI.

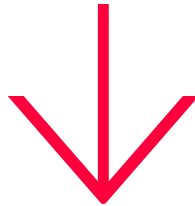
Start with the basics and over time move to more advanced elements of your game. For example, focus on which groundstroke is your weapon before you look at something advanced like your court positioning on second serves.

Any level of increased self-awareness is a big win for you.

Use Your UPI Shortcut Tool

If you have a coach or a pro you're working with, I definitely recommend getting their input. Getting external advice is very valuable. But if you don't, I've got a simple tool to help you below.

This tool is a quick way to start understanding your Unique Player Identity: First take a
the no



I hope you enjoyed this quick sample from our new mindset training guide, *Think Less, Win More*. From my own experience as a professional player and a coach, I know that **mindset challenges are the single biggest factor** holding back most players. That's why I chose this topic for the first high-level training I'm releasing.

But the good news is that once you know our proven techniques, **they're easy to use and they deliver big results to you quickly!**

In the complete *Think Less, Win More* guide, [I reveal all 7 of the most important techniques](#) for turning your mental game from a liability into a powerful weapon that will transform the way you play tennis.

Because I want you to play unbeatable tennis and love the game, I've made this an **absolute no-brainer for you:**

- I'm giving you the guide for just \$9 and
- I'm protecting you with my 60-day 100% money-back-guarantee

You have nothing to lose and a lot of big matches to win by trying the full guide...

[Click here for instant access to your complete mindset training →](#)

You already know that by downloading this sample, you're among the rare group of players who are **committed to truly improving your tennis game**. You're not content to just go out on the court, swing a racket, and hope for the best.

And that means you're also exactly the type of player who will see **the biggest gains** by applying these mindset improvements.

It took me 20 years of playing at the highest levels of international tennis to learn these secrets from the top coaches and most elite academies. But you're just a few minutes away from making them a part of your game. **Imagine how invincible you'll feel every time you step on the court with the mindset of a champion!**

Unlock Your Full Guide →