



### Inner Speed Secrets Seminar

**Q: “What’s really driving your car?”**

**A: “Your brain.”**

Think about this: have you ever been “in the zone” – you know, that feeling where everything becomes effortless, time seems to change, and you perform “magically” well? Sure you have. I also bet you’ve had times where it’s just the opposite, where you can’t do anything right. So, what’s the difference? Why did you perform in the zone one time, and not always? That’s what this workshop is all about.

Former CART Indy car driver and Rolex 24 Hours of Daytona winner, Ross Bentley has dedicated the last few years of his life to learning why some drivers could consistently out-perform others. Along the way he discovered countless strategies, techniques and secrets that have literally shaved seconds off lap times. We would like to share these secrets with you at an upcoming *Inner Speed Secrets* Seminar.

Here’s what you can expect. True, it is not on-track training – it’s all done classroom-style – but it’s not just a bunch of theory. We’ll give you useable strategies – and no one has ever been bored! It’s a hands-on, minds-on, interactive, fun, full day. Some things we’ll work on, and you’ll learn, are:

- Drive faster!
- How to mentally prepare yourself before qualifying & racing so *that you are fast right from the drop of the green flag.*
- Improve your feel for “the limit”

- Drive more consistently
- Find the fastest way around any track *even if you've never driven there before.*
- Improve focus & concentration
- Make better decisions
- New approaches to driving to lower your lap times... *without big changes to your car.*
- Triggering a performance state of mind
- Make fewer errors
- Techniques to consistently trigger “magical” performances.
- Develop a winning belief system
- Learn to coach yourself
- Improve your race craft and *how to beat drivers in cars of similar horsepower to yours.*
- Get & stay in the zone
- Use mental imagery more effectively

Simply stated, the seminar works. There is not one person who has been through the seminar who doesn't claim that it has made them faster, more consistent, crash less, smarter, more sensitive to the car, etc. – or all of these. Most club/amateur-types see improvements in lap times of 1 second or more. Pro guys see some speed improvement, but more focus/concentration improvement, understanding of how to work with team, better at feeling and communicating handling problems. And, it's a lot less than the cost of a set of tires (and it never wears out!).

Most participants who are business people also claim that the seminar definitely helps them in their business life. Others talk about how important the concepts and strategies are to every other area of life.

**Guarantee:**

We have always said that if a person doesn't feel like they are going to get their money's worth, they can leave at lunchtime and we'll refund all their money (no one has ever done this).

Most drivers have no problem with their team spending thousands and thousands of dollars on improving the car's performance by a tenth or hundredth of a second. In fact, they almost demand it. But what are they demanding of themselves?

You have already made some major commitments involving your racing or performance driving. You've undoubtedly spent a lot of hard-earned cash along the way. Don't forget the most important part of the package – the driver. We look forward to seeing you at a seminar soon.