

MENTAL PERFORMANCE COACHING · ELI STRAW, M.S.

YOU TRAIN YOUR BODY. WHO'S TRAINING YOUR MIND?

Most athletes never close the gap between practice and game day. Eli Straw's 12-week program gives you the tools to finally play the way you train — every time.

Book Your Free 15-Minute Consult

No commitment. No pressure. Zero risk.

⚠ Limited spots available. Eli works with a small number of athletes at a time to ensure quality. Once full, the waitlist opens.

THE PROBLEM

YOUR TALENT IS THERE.
YOUR MIND IS WORKING AGAINST YOU.

You've put in the hours. The reps. The sacrifice. But when game day comes, something shifts — and it's not your body.

Confidence disappears

The belief you built in practice evaporates the moment the pressure is real.

Overthinking takes over

Your mind races with "what ifs" instead of trusting the instincts you've trained.

Nerves sabotage performance

Pre-game anxiety tightens your body and blurs your focus right when you need it most.

Consistency becomes a myth

Good games feel lucky. Bad games feel permanent. You can't figure out why the gap exists.

This isn't a talent problem. This isn't a work ethic problem. This is a **mental skills problem** — and it's the one area most coaches never address. Research shows only 1 in 4 athletes have access to consistent mental performance support. The rest are left to figure it out alone.

75%

of athletes have no access to consistent mental support

12

weeks to build mental skills that outlast the season

6

continents Eli has coached athletes across

WHY ELI IS DIFFERENT

HE'S LIVED
EXACTLY WHAT YOU'RE FACING.

Eli Straw wasn't just an athlete who trained hard — he was an athlete who trained harder than almost everyone, and still got beaten by his own mind. As a college baseball player, he knew the talent was there. His coaches told him so constantly. But every time the lights came on, anxiety and self-doubt took over.

"I didn't struggle because I didn't care or work hard. I struggled because I never had the tools to control my mind when it mattered most."

That experience sent Eli on a mission. He pursued a Master's degree in psychology with a sport psychology specialization, trained under top coaches, played professionally in Europe — and spent years building a system that actually works. Now, through *Success Starts Within*, he's dedicated to solving the exact mental blocks that held him back.

He's not selling generic motivation. He's sharing proven tools from lived experience — and from working one-on-one with athletes across every sport and every level, from middle schoolers to pros.

WHAT ATHLETES ARE SAYING

REAL ATHLETES. REAL RESULTS.

★★★★★

"Before Eli, I was thinking myself out of every race. Now I step on the track calm, focused, and ready. I've set two personal records since starting the program."

Collegiate track athlete

★★★★★

"As a former athlete himself, Eli just gets it. He knows exactly what my daughter was going through and gave her the tools to compete with confidence."

Parent of a collegiate soccer player

★★★★★

"We tried other coaches before, but nothing stuck. Eli gave my son real strategies — not just motivation. That's why this program works."

Parent of a high school basketball player

★★★★★

"My work with Eli was really productive and definitely helped me when I was in a tough moment in my career. He's great at pinpointing exactly what you need."

Michael C. — Professional soccer player

THE PROGRAM

12 WEEKS. BUILT TO CHANGE EVERYTHING.

This isn't a course you watch and forget. It's a structured, personal coaching relationship — with Eli in your corner from the first session to the last game of the season.

Weekly 1-on-1 virtual sessions

Private, direct coaching with Eli every week. You set the agenda; he brings the tools.

Weekly action steps & assignments

Structured between-session work so mental skills become habits — not just concepts.

Unlimited text support with Eli

Bad practice? Big game tomorrow? Text Eli. Real accountability, in real time.

Custom mental performance routines

Visualization protocols, pre-game rituals, and focus drills designed specifically for you and your sport.

Full resource library access

Articles, podcast episodes, and YouTube content to reinforce what you're learning between sessions.

[Reserve Your Spot — Book a Free Consult](#)

Spots are limited. This is a first-come, first-served program.

THE DIFFERENCE

NOT MOTIVATION. TRANSFORMATION.

Most athletes have heard motivational talks before. They feel good in the moment — and disappear the second pressure hits. Eli's program is built differently.

GENERIC COACHING

- Hype and pep talks with no lasting tools
- Generic "mindset" advice not built for sport
- No accountability between sessions
- Coach who's never been in your shoes
- Results disappear after the season

ELI'S PROGRAM

- Psychology-backed methods with proven results
- Specialized for athletic performance, every sport
- Unlimited text access — Eli is there when it counts
- Coach who battled the same exact mental blocks
- Skills that carry into every future season

DON'T WAIT

EVERY GAME YOU PLAY WITHOUT THESE TOOLS IS A MISSED SHOT.

Scholarships get awarded. Roster spots get filled. Seasons don't wait. Every week that passes without addressing the mental game is another week of underperforming — not because of talent, but because of something completely fixable.

Current client spots for this cycle:



● Taken ● Filling fast ● Open

Eli limits his roster intentionally. That's the only way to deliver the kind of personal support that actually changes athletes. Once spots close, the next opening may be weeks away — and another season may have already slipped by.

[Book Your Free 15-Minute Consult Now](#)

Free consult. No obligation. Takes 15 minutes.

COMMON QUESTIONS

BEFORE YOU DECIDE

Is this just motivational coaching?

No. This is structured sport psychology — every session ends with actionable drills and routines athletes can apply immediately in competition.

Who is this program for?

Athletes of all ages and all sports — from middle school to the professional level — who know their talent is there but can't access it consistently under pressure.

How quickly will I see results?

Many athletes feel calmer and more focused within the first few weeks. The full 12-week arc builds habits and routines that carry

far beyond the program.

Does it work online?

Completely. Mental skills coaching translates perfectly to virtual sessions — and the unlimited text support makes real-time access even more valuable for online athletes.

What if I'm not sure it's a good fit?

That's exactly why the free 15-minute consult exists. Eli will talk through what you're dealing with and tell you honestly if and how he can help. Zero pressure.

STOP LEAVING YOUR BEST ON THE PRACTICE FIELD.

The talent is real. The work ethic is real. Now it's time to train the one
thing holding it all back.

[Book Your Free Consult with Eli](#)

No credit card. No commitment. Just 15 minutes.