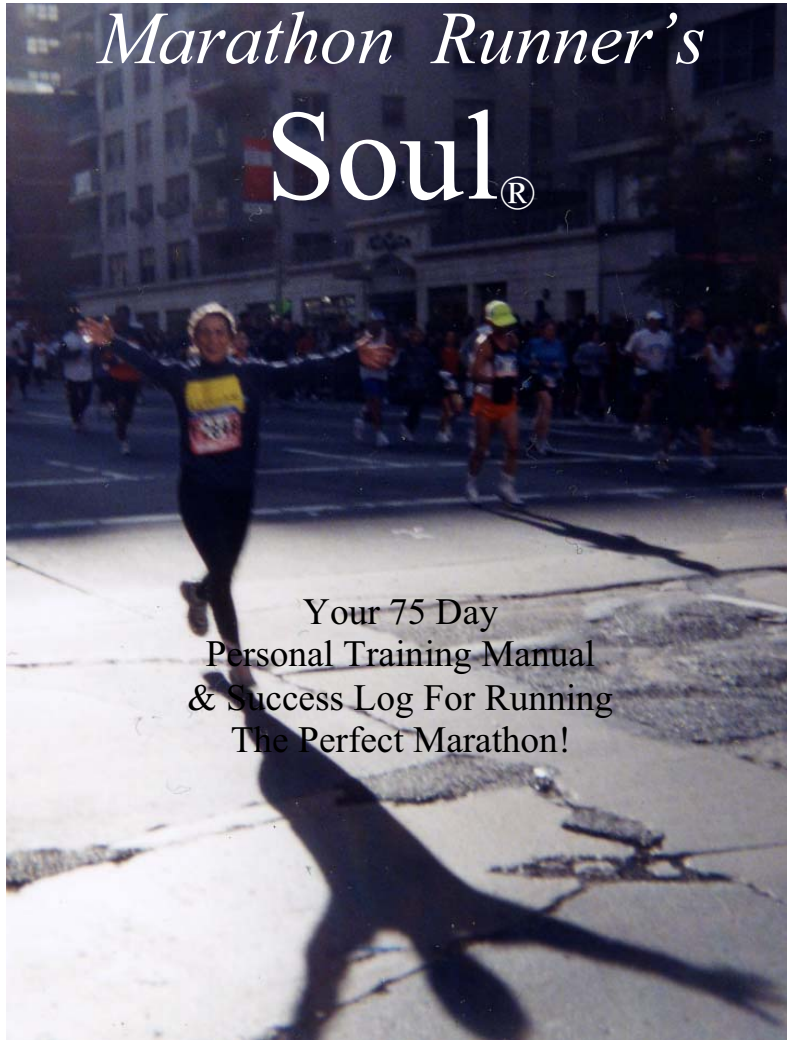


Jumper Cables

For The

Marathon Runner's

Soul[®]



Your 75 Day
Personal Training Manual
& Success Log For Running
The Perfect Marathon!

By

Results & Performance Coach

George P. Kansas

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Dedications

To my children, Peter and Tessa. You two are awesome. The greatness in you is surpassed only by my love and regard for you.

To Lorraine Muller and Flo Rooney. You two – in the past six months – have taught me more about my own abilities than I'd care to admit I didn't know.

To Lorraine Muller, when you called me from the finish line and told me you had finished the New York City marathon despite your injuries, I was elated. I am so very proud to have played a role in your success. The medal you gave me will always share a special place in my home and in my heart. You told me that you had taken out the last page of this book and pinned it into your singlet. When you told me that, I was in tears. Never before have I been so acknowledged for my contribution. Thank you so very much. Your story inspires me. I have 'taken a page from your book' and – thanks to you – I've been able to finish this project for other marathon runners who – like you – want to run the perfect marathon!

To Tony, Steve and Chris – a.k.a. the Marathon Maniacs (www.MarathonManiacs.com). Thanks to a fateful "run" in at the Seattle Airport, this could be the start of something exciting!

I'm grateful to you all.

Jumper Cables For The *Marathon Runner's Soul*®

Jumper Cables for the *Marathon Runner's Soul*®

Your 75 Day Manual for Marathon Training

“Decide what you want, decide what you’re willing to
exchange for it.

Establish your priorities and go to work.”

H.L. Hunt

29 May 2007

Dear Reader,

You’ve made a decision. You’re a Marathon Runner.

You may not have decided to have this one facet of your life define you as a person. You may not have decided to announce to the world that who you are - who you stand for - is a Marathon Runner. You may not have decided to commit your entire life to it. You have, nonetheless, made a decision. As a person who truly quits smoking becomes a non-smoker and as a person who buys and rides a motorcycle becomes a biker, you have become a Marathon Runner. You only need one of two qualifications. One is that you’ve actually run one marathon. The second is by deciding to finish a marathon. You’ve done one of those two things or you wouldn’t be reading this book. You’ve accomplished that. You are a Marathon Runner!

**“Very inspiring! I was shown very easily, step by step,
where to focus my time and energy.”**

Chuck M.
Sales Engineer
Clifton Park, NY

Since you've made that decision, the next step is to make the decision about the kind of Marathon Runner you are. Not what kind you intend to be, but rather what kind of Marathon Runner you are! This is not something you aspire to, this is something you decide. We've already established that you've made this decision already.

“I carried the last page of Jumper Cables® pinned to my singlet. It helped me finish the NYC Marathon with injuries that would have stopped me before! Jumper Cables® made the difference!”

Lorraine M.
Dance Instructor
Colonie, NY

O.K., pay attention now, this is really important. It's basically the whole point of this book.

I'd like to propose to you that - without getting too crazy - this is a very realistic goal to accomplish. I know this because coaching clients of mine have accomplished this. They are living proof that...

you can experience psychological adversity,
physical and emotional pain and injury,
and still be mindful of spiritual joy

...during an athletic endeavor such as the one you're preparing for. Experiencing pain and being mindful of joy at the same time! That's a theme you'll see a lot of in this book. It's also something you're going to experience by the time you're done. I hope that it will be something you come to believe in so strongly that you'll apply the principals set forth in this book to many of the other important areas of your life. I've seen lots and lots of people do it and believe me, it is so very worth the investment of time, money and pain!

You'll see.

“...Got my mind breathing and my heart jumping...”

Lisa V.
Daycare Director
Flushing, NY

Throughout this program, you'll be asked to do some thinking. To maximize the benefit which you derive from centuries of thinking before you, you'll be asked to integrate some new ideas. You'll be challenged to really push the limits of your comfort zone (if you haven't already). Taking care of your mind may be something which you've overlooked in the past. O.K., perhaps not overlooked but I'll bet certainly under-thought.

“Once you are physically capable of winning a gold medal, the rest is 90 percent mental.”

Patti Johnson

You may have less experience in conditioning your mind than you have in conditioning your body. You may have finished other marathons without concentrating on conditioning your mind. You're shooting for a quantum improvement this time.

This workbook will help you bring your own mind to help in your conditioning process. Your marathon is not just a physical challenge. You know this from your experience. As you train your mind, your body will be assisted and strengthened too.

Your mental conditioning at this point is at least as important as - if not more important than - your physical training and your diet.

Enjoy the path!

Quantum improvements are the big payoff. You've identified exactly what those benefits are. You already remember why you want this. Quantum improvements require you to be willing to push your comfort level way out. Remember...

When you can't, you must.
When you must, you can.

You'll have to try some simple but very effective (and proven) strategies. This book will help you to...

Keep a journal
Try new mental games to improve your workouts
Remember your compass (why you run)
Stay tuned in, connected & supported
Stay psyched
Enjoy the path!

In short you're going to train your mind as well as your body. You're going to do something you may not be used to doing. You're going to learn to become more mindful. You'll be more mindful of the condition of your body. You'll be more mindful of your emotional states. You'll be more mindful of the effect your attitude has on your performance.

**“We found Jumper Cables® awe inspiring,
as well as entertaining!
A great motivational tool, whether for first-timers,
or seasoned veterans like us!”**

Anthony Phillippi, Steven Yee & Christopher Warren
www.MarathonManiacs.com
Renton, WA

The idea behind this is simple. Your mind – like your body – needs to be trained for maximum performance too. The good news is that this is possible. A hundred years ago, we knew very little about what we could do to train our minds. Now we know dramatically more about it.

Each page of this book will correlate with a day along the path toward the race you're training for at least 76 days from now. Each page is broken down as such:

- 1) The day. In NASA style, I thought it would be fun to count down to the race instead of up. This will gradually increase the sense of urgency you'll need to stay on task and be sort of cute about it at the same time.
- 2) The quote of the day. These will generally be hinting at the strategy for the day and usually be either witty or inspirational or both. I hope you like them because we dug up thousands of them and I'm please to have assembled such a collection.
- 3) Enjoy the path! Just reiterating the mantra for this race!
- 4) The text of the day. The text on each page will give you your "homework" for the given day.
- 5) Target Miles, Actual Miles. This is where you'll enter the mileage that your particular training program schedules you to run on a given day. It's probably a good idea to fill these numbers in ahead of time on a weekly interval. These numbers will come in handy when you use this book for the next race and the next one, etc. This way, once you've found a training schedule that works for you, you won't have to keep filling in or changing your schedule in the future.
- 6) Target Modailty. Throughout the work pages you'll see that I refer to certain "Target Modalities". Don't get thrown off by this if you've never used this lingo before. A modality is really

just a fancy way of referring to one of your amazing senses. Traditionally we think of them as Touch, Taste, Smell, Hearing and Sight. Some people are mindful of a famous “sixth sense”. I happen to believe in the sixth sense because I know my daughter uses hers on me all of the time!

There are really three modalities that I’ll use throughout this book to help you strengthen your mind/body partnership for this race. The one you’ll probably come to rely on most often is Visual or sight. When I mention the Visual as the day’s target modality, I’ll be trying to get you to “see” something. It may be as simple as noticing what the weather is like while you run or what people are doing, etc. It may be more complicated in that I’ll ask you to “see” yourself doing something during the race or during your run. This visualization skill is critical and you’ll develop that skill as you work through this book!

Another modality we’ll use is the Kinesthetic modality. This is your sense of touch, balance and movement. Your sensitivity to the condition and needs of your body is one of the most important senses you can fine tune. This skill will be sharpened throughout this book too. It will serve you well not only during this race but throughout every area of your life, as well.

The last modality we’ll really get into in this book is the Auditory modality. This, of course, is your sense of hearing. Sound can play a major part in keeping you inspired to move ahead during a race and during your training. If you’re not sure of this, turn on the soundtrack to the movies, Chariots of Fire, or Rocky, or any other music that has a rousing crescendo to it and observe if you don’t get excited and inspired to do something.

As you become more aware of these modalities, you’ll get better at using them to your advantage. There may be times when you say to your self, “he’s got to be kidding me”. When those times come, just do it anyway and don’t give me any grief

about it. Trust me. This works. Remember, I've seen it work! I wouldn't suggest you try if I didn't know it worked.

7) Performance Strategy for the rest of me... This will really be an extension of your homework. In some cases it will be a more in depth look at the daily work and in some cases it will be a different exercise all together. Again, just do it without a lot of fuss or whining and you'll be a lot better off. Trust me! I promise this will work.

This process which you are about to embark on and through will utilize what we've learned about training our minds over the past 80 years or so. The most profound and effective method of training our minds is a simple and obvious but very neglected process. It's been called associative and behavioral conditioning. It's been called programming and self-hypnosis. It's even been called brainwashing. All it really is is talking to yourself in such a way and with enough consistency to form positive thinking habits. That's it in a nut shell. Positive thinking habits.

I'll discuss ideas such as developing visual strategies or using auditory stimulation or appreciating your kinesthetic sense.

Together, you and I will train your senses in each of these areas by conditioning each of them repeatedly, over time.

My grandmothers used to talk to themselves. I think they were experts at psychological conditioning!

When you start to see the habits forming, you'll start to see your performances changing too. What will start out as small improvements will serve as tiny reinforcements. Small physical signs that your "new" mind (really new "mindfulness") is working.

You may notice that a handful of these strategies are repeated especially during the last days before the marathon. These are the most effective strategies. They'll be the most helpful to you in accomplishing your goals which is why they're repeated in such proximity to the race.

When you start seeing these changes you'll probably become more "mindful" of positive changes in other areas of your life too. These strategies have helped thousands of people to improve their physical performance in athletics just like you. Athletes such as Andre Agassi and Michael Jordan. Performers such as Tina Turner and Christopher Reeve. Many people I have worked with have had results similar to those of these "stars" using these same principals with my guidance. Clients ranging from amateur golfers to professional fighters, marathon runners and professional football players!

These people have all employed these strategies to improve the quality of their thinking in order to manifest positive changes in their lives. Why? Because it works. It works because it depends on nothing else but the most reliable system in the world. Your own mind!

Take care. Take risks. Enjoy...and Live With Vigor!

GPK

I hope this has inspired you to purchase the complete book. Please visit www.jumpercablesforthesoul.com TODAY and purchase your complete copy. You can purchase downloads, paperback or hardcover copies for you and your friends!

Thank you!

George P. Kansas

T minus 75 days...and counting!

**“Success is the progressive realization
of a worthy ideal.”**

Earl Nightingale

Enjoy the path!

Your success will be judged by no one but yourself. You will judge your success upon how you travel along the path. When you train your mind as well as your body, when you improve as an athlete, when you grow as a person, you succeed! As you progressively realize this valuable experience (one step, one page, one victory at a time – literally!), you experience success!

Each day you'll keep careful track of your running states. This will be crucial to training your sub-conscious mind to regulate your “mental pace” at one of positive mindfulness of joy, beauty and gratitude. Over time, this WILL happen. After each run, you'll record your mileage and mental states on the appropriate day's page. You'll be asked to record your thoughts, feelings, etc. about a particular run or a particular day. That's for your eyes only. You may appreciate being able to come back to that information in training for another run. This will sharpen your mindfulness skills.

Anyhow, for today, just go for it. Run your normal “pace”, enjoy yourself and pay attention.

Target Miles: _____ Actual Miles: _____

Performance Strategy for the Rest of Me Today...

Start with writing how you define success?

T minus 74 days.

**“I can do it. I’m sure I can.
I can. I Can. I CAN!”**

Anyone who ever did anything worthwhile!

Enjoy the Path!

You must be absolutely sure of yourself. You must realize and accept that all of these strategies which you are employing were employed in some measure by those Marathon Runners who’ve run before you and have thoroughly enjoyed the process. When the time comes, you will have that confidence! For now, trust the universe to provide the resources which you’ll need to accomplish this important mission!

Before you run today, remind yourself of the reasons you want to run. Remind yourself of the reasons running in this particular marathon means anything to you at all. Remind yourself of the benefits you will experience by Enjoying the Path!

Target Miles: _____ Target Modality: Visual
Actual Miles: _____

How did I feel running today?

What did that look like?

T minus 73 days.

**“A nail is driven out by another nail.
Habit is overcome by habit.”**

Desiderius Erasmus

Enjoy the Path!

If you're used to doing something a certain way, and the old method has become habit for you (you've done it the same way over and over again) then you're probably getting the same results that you're used to getting. The key to obtaining quantum change is to try different strategies. Different strategies often yield different results. When you come across a strategy that yields better results than the ones you've been getting, stick with it for a while. If it becomes a habit that serves you, go with it. As it serves you less, try another strategy. Maybe even try another strategy after a while anyway. Just to stay sharp and expand your comfort zone. Keeping track of your times and states may seem foreign to you now. As your mind becomes more comfortable with being aware (“mindful”) of your mind's and your body's pace, it will begin to regulate your body's actions to bring them into congruence with your goal. Your body will “learn” how to run in order to finish the marathon Enjoying the Path! Pretty cool, eh?

Target Miles: _____ Actual Miles: _____

Performance Strategy for the Rest of Me Today...

“Rrrrrrrrepetition is the mother of education.” Said Dr. Sanford Van der Hyde (my 9th grade German teacher).

In order to train your mind, you must inundate it with new ideas over and over again. Just like you learned vocabulary in high school, you must teach your mind a new language. The language of your dreams.

Take 10 sticky notes. On each, write “Enjoy the Path!” in the center of the note. Underneath that, write a big juicy “YES!” on them.

Stick them everywhere!

T minus 72 days.

“Concentration is the ability to think about absolutely nothing when it is absolutely necessary.”

Ray Knight

Enjoy the Path!

You know, sometimes in all the excitement of our day to day “getting it done”, we get distracted from some of the really important stuff. We get caught up. We keep putting off and putting off those tasks that seem “unnecessary”. In fact, some of those things are unimportant, unnecessary. Some of them, however, - sometimes the ones we put off the longest – are very beneficial to us. Did you ever put something off and then finally do it, only to say to yourself “gee, had I done that originally, it would have saved me a lot of aggravation”?

Take some time – maybe a half hour or an hour – and invest some time for yourself. Just yourself. Schedule this “appointment” for yourself right now. Take that half hour or hour and just be. Put some music on and meditate on your life, the people you love, the things you’ve done that you’re really grateful for. Maybe do this in the bathtub with the lights down and some candles burning. Give yourself permission to just relax.

Target Miles: _____ Actual Miles: _____

How did I feel running today?

Performance Strategy for the Rest of Me Today...

Peace is a choice. Today – in every deliberation - choose peace. Remember the story of Henny Penny. She ran around the barn yard screaming “the sky is falling, the sky is falling.” Guess what? The sky isn’t falling! If a henny penny comes along, simply say to yourself, “I’m not buyin’ today! NEXT!” and choose peace.

Aaaaaaaaaaaaaahhhhh!

T minus 71 days.

“I’ve always made a total effort, even when the odds seemed entirely against me. I never quit trying; I never felt that I didn’t have a chance to win.”

Arnold Palmer

Enjoy the Path!

Winning may not be your goal, but achieving your personal best is certainly a “win”. Running this marathon being mindful of joy and gratitude the entire way is a reachable goal for you as your body and mind prepare together. This body and mind partnership is what separates the true Marathon Runners from the thousands of joggers. This partnership is your “total effort”. It is what will bring you across the finish line in glory. Glory, not because ABC and ESPN say so. Glory because you say so.

Target Miles: _____ Actual Miles: _____

Performance Strategy for the Rest of Me Today...

Like Nike says, “Just Do It”. They say it because it sells sneakers. It has in fact sold more sneakers than any other single slogan. It does more than that, though. For millions of people – from athletes to zipper salesmen - It works! It inspires people. It transforms millions of people from mere consumers into evangelists. Nike devotees proclaim Nike’s benefits to anyone who’ll listen. They visit Nike Towns across the globe just to tune into the Nike energy. We can take a page from the Nike book and use it in the training of our minds.

By telling ourselves, “Just Do It!” we can jumpstart our psyches. By using “Just Do It!” as a self starter we can trigger ourselves to take action where we might not ordinarily do so. By taking that first step, we set in motion the parts of our bodies and minds which create momentum. Just Do It! Put your sneakers on and start. The first step, the second step, the third step. Before you know it, you’ve forgotten what was holding you back. You’ve begun the process of forming a new habit!

T minus 70 days.

“Achievers are those people who get done, all of those things they don’t have time to do!”

GPK

Enjoy the Path!

You may think of a thousand other things which you need to accomplish today. If you’re having trouble “squeezing in” your running time, think of this. You know how the timer clocks have the Hours numeral on the left, then the Minutes in the middle and the Seconds on the right? How great will it be to cross the finish line and look up to see the numeral for whatever goal time you’re training for on the left side of the official clock? Whether it’s a “4” or a “3” or even a “2”, seeing that numeral in the “hours” spot will be pretty #@*&ing great! Schedule the run. Just don’t have the time? Make it. Remember, no excuses, just reasons. Schedule it!

Target Miles: _____ Actual Miles: _____

Performance Strategy for the Rest of Me Today...

Either you’re part of the solution or part of the problem. Today, be part of the solution. You pride yourself each day in being a problem solver. It’s what makes you good at what you do. How often do you give yourself credit for that, though? Today, be mindful of the good things you’ve done for people. Make a list if you have to. Not just stuff that you’ve been paid to do, but stuff that you did which was “above and beyond the call of duty.” Stuff you didn’t “have” to do, but did anyway because it was the right thing to do. Go ahead. Write five things down that you did that fit that description.

At the end of the day, be the one who was part of the solution more often than not. It strengthens the character and the mind. As your mind and body strengthen together, your mind/body partnership becomes stronger.

T minus 69 days.

“It feels good to have so much to lose.”

Gwyneth Paltrow's character 'Rosie' in Shallow Hal

“Enjoy the Path”

If your entire life went smoothly all of the time, how would you really know when things were going great? If you look around to see how much you've got to lose, count your blessings. Be grateful in the moment to have known such abundance. In case you're wondering if you fit this description, trust me, if you're reading this book, you've known abundance. Right now, no matter how bad you may think you have it, someone, somewhere, has it worse.

Target Miles _____ Target Modality: Auditory
Actual Miles _____

Performance Strategy for the Rest of Me Today...

When you're depleted, when you feel you really have it bad – in life or on the race course - you'll need something to jump start you. Music is one of the most powerful means of locating this jump start for you. Your auditory faculty, your hearing, has been proven to be one of the most sensitive senses relative to its impressionability. For our purposes, this means that you have the ability associate sounds powerfully and with relative ease. We'll put this to work for us.

What songs do you know that have the ability to stoke you up the moment you begin to hear them on the radio? Today, think of a play list. A list of songs which have been, or which you think would be, inspirational to you. Write that list on the Journal Page for today. We'll come back to this.

For now, just imagine your own private concert comprised of your dream list of artists, performing your dream list of tunes specifically for the sole purpose of pumping you up.

T minus 1 day.

“Expect trouble as an inevitable part of life and repeat to yourself the most comforting words of all: This, too, shall pass.”

Ann Landers

“Enjoy the Path”

What have you done in the past 72 hours to feed your mind? Tomorrow, when the race is through, you're going to celebrate your body's achievement. Picture that. Imagine that!

Today, celebrate your mind. Entertain your brain. Do whatever it takes to make yourself laugh. Right NOW!

Recall the happiest, most joyful times in your life. Jot them right now:

Target Miles _____ Actual Miles _____

Performance Strategy for the Rest of Me Today...

What happened to bring these times about? Were any of them the result of coming through a trying experience? Identify the pain that led to these joys.

Today is the day!

**“If you set a goal for yourself and are able to
achieve it, you have won your race.
Your goal can be to come in first,
to improve your performance,
or just to finish the race – it’s up to you.”**

Dave Scott

“Enjoy the Path”

Today is the day. I remember one of my favorite parts of going to church as a kid was when the Cantor would shout with genuine joy in his or her voice...“Today is the day that God has made!” Although I consider myself a very spiritual person, I don’t consider myself a very religious person at all. So, I’m not quite sure why, but for whatever reason, this proclamation is a truly inspiring idea to me. I really don’t think you have to be involved in an “organized religion” to appreciate it either. Personally, I feel that far more important than HOW you believe a God energy manifests itself in your life is THAT you believe a God energy is manifested literally in your life!

Listen, for you, **TODAY IS THE DAY !**

You can do this. You can run this Marathon well. You can feel physical pain and still be mindful of spiritual joy! You can Enjoy the Path!

Target Miles _____ Actual Miles _____

My Dear Reader,

Regardless of what happens today. Be proud of yourself and your effort. It’s been my sincere pleasure and honor to have played a small role in it. Go to it.

Take care, Take risks, Enjoy...and Live With Vigor!

GPK

T plus 1 day.

The day after!

**“Congratulations, I’m sorry!”
Seriously... congratulations!**

George P. Kansas

Well you did it. No matter what your time, no matter how far you went, before I leave you with a few parting ideas and suggestions, I want to let you know that I think you should be proud of yourself. By getting this far with the Jumper Cables program, you’ve exposed yourself to new ideas, you’ve pushed your envelope and you’ve grown. For that, I think you should be proud of yourself.

So, how did things go? The ideas you articulate today will provide some of the most valuable insight for you as you prepare for future marathons, future battles, future challenges.

Target Warm Down Miles (if any?) _____

Actual Miles _____

Performance Strategy for the Rest of Me Today...

Take some time (after celebrating, of course) to reflect. Relax, breathe, collect your thoughts. Then sit down, get comfortable and rethink how things went.

Jot your thoughts, reflections, ideas for next time, funny stories, and horror stories, too. It may take some time but you’ll be glad you did it. I also encourage you to continue keeping journal entries in your every day life.

Next, let me know how it went. E-mail me at gpk@georgepkansas.com. I’m very interested to read what your results are as a runner and as a reader of this book!

Enjoy the path!

Finally, thanks again and remember to always...

Take care, take risks, enjoy...and Live With Vigor!

GPK

THE END

I hope you've enjoyed these sample pages! Thank you for downloading and reading them. With what you've read, you've only scratched the surface of what you'll be able to accomplish when you truly strengthen your mind/body partnership. Please purchase the entire book or e-book. You'll be very pleasantly surprised by how much you'll get out of it! I hope you'll log on to www.jumpercablesforthesoul.com today to buy your own complete copy and one for every runner you know!

With Gratitude!

GPK