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HEMPSTEAD EDITION

coverstory

Meet the fixers

Mind games

There are no golf clubs, hockey sticks or baseball mitts inside Dan Schaefer's office — other than the imaginary ones his clients carry inside their heads.

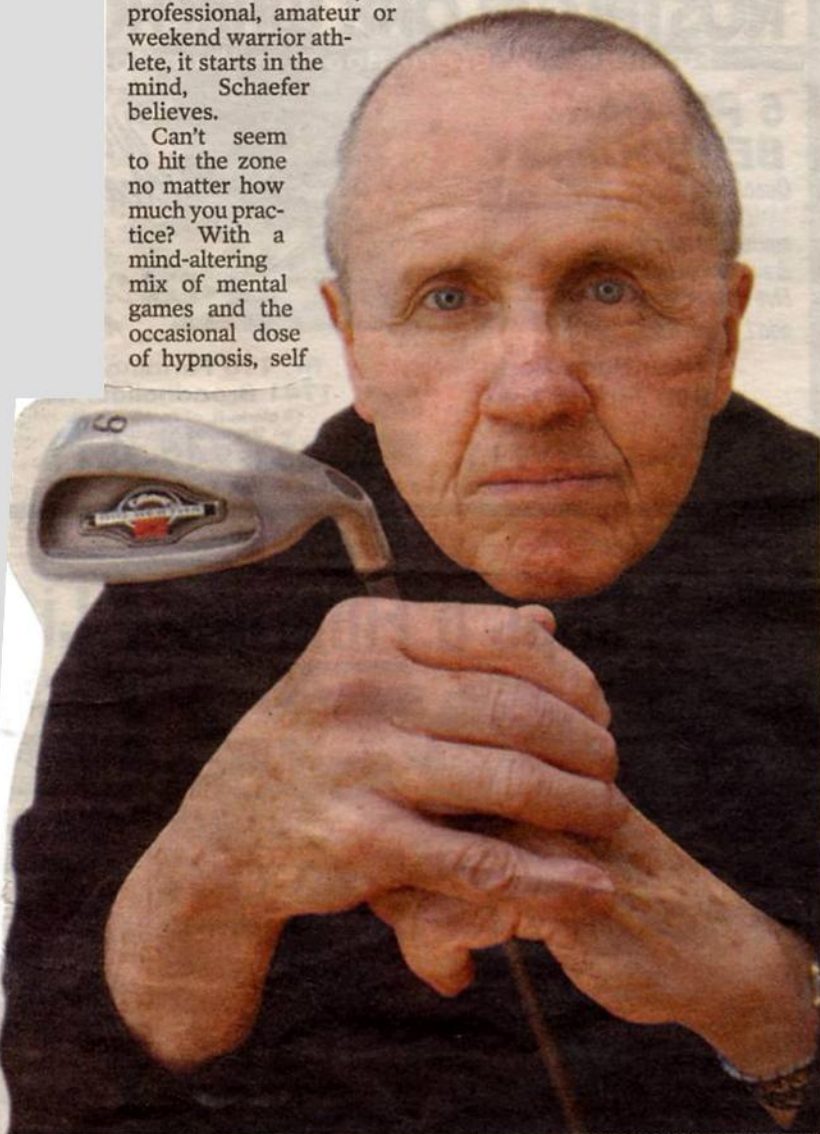
But that's par for the course for Schaefer, a performance consultant. Whether you are professional, amateur or weekend warrior athlete, it starts in the mind, Schaefer believes.

Can't seem to hit the zone no matter how much you practice? With a mind-altering mix of mental games and the occasional dose of hypnosis, self

or otherwise, Schaefer says he can help you enter the rarefied zone where all athletes crave to dwell.

"I help athletes gain a competitive edge," says Schaefer, president of Peak Perfor-

See FIXERS on G8



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NEWSDAY PHOTO / MICHAEL E. ACH

mance Strategies of Manhattan and Roslyn.

He was initially drawn to the sports psychology field by an agent who represents professional hockey players. The agent wanted Schaefer's help with clearing mental obstacles that get in the way of high-level athletic performance.

Schaefer, whose fees generally fall between \$375 and \$500 an hour, developed strategies that involve "identifying when you perform at your very best and what it looks like, feels like and sounds like."

The same techniques that worked with professional hockey also help duffers and high school baseball players who want to get in the big leagues, says Schaefer, who consults with 70 percent of his clients over the phone and meets the rest in a living-room setting.

One recent afternoon, Schaefer demonstrated the kind of self-hypnosis exercise that helps athletes relax.

"Fix on a spot, close your eyes and count to three," Schaefer said. He also uses what he calls "mind game strategies."

On the golf course, people often "don't talk to themselves correctly," Schaefer says. Or they freeze up when they are teeing off with people who make more money than they do.

"People find they have a lot more enjoyment playing golf when they can get some of these things out of the way," Schaefer says.

He's planning a "luxury golf boot camp" in Florida this year for people who want to take their deal-making onto the green.

"The same strategies for golf apply to sports and business across the board," he says.

For more information on Dan Schaefer please contact Peak Performance Strategies (212) 265-1888