

Name: David Tomen

Product: Leadgen article: Menprovement.com – (Top 3 Nootropics lead)

Prospect: Dave Wright/Propura Ltd.

Price of product: N/A

Headline alternatives:

The Superstar Effect: Read this Before Your Next Competition

How to Win Your Next Game Day

How to Win Your Next Match

Ever been in a challenging competition for something? You'd think it would bring out the best in you. Called on by the boss at the last minute in a boardroom full of executives. A weekend tennis match with a pro. Competing for the attention of a hot girl at the bar.

Now think about the outcome. Did you rise to the occasion? Or did you go down in flames. Slinking away with your tail between your legs. Humiliated and embarrassed.

What the hell was that all about? Everyone assumes that challenging competitions bring out the best in you. But recent research on ***The Superstar Effect*** shows the opposite is often true.

The Superstar Effect has been studied in business, entertainment, sports, and social settings. Turns out that ***perception is often more important than fact.***

How McGregor Beat Aldo in 13 Seconds

This phenomena is especially true in sports. Take the very recent Mixed Martial Arts match between **Conor McGregor** and **Jose Aldo**. The Brazilian Aldo was a *4-year UFC featherweight champion*. Undefeated in 10 years. And yet MacGregor knocked him out in just 13 seconds!

So is McGregor that much of a better fighter than Aldo? Or is this *The Superstar Effect* in action. For a hint at how this Effect works, watch the pre-match footage of both contestants approaching the ring.

First we have [McGregor](#) strutting in with arms raised. A big smile and his team rallying around him. Next we see [Aldo](#) slowly approaching the fight. Head down and clearly a nervous, worried look on his face.

The rest is MMA history. Studies show when competitors meet against someone they 'perceive' to be a "superstar", even with comparable skills, they often don't rise to the occasion.

Tiger Woods was golf's champion for more than a decade. Jennifer Brown at the Kellogg School of Management studied Mr. Woods and this effect for several years. She found Mr. Woods such a domineering golfer that his presence in a tournament made everyone else play significantly worse. Because his competitors expected him to win, they ended up losing.¹

Ms. Brown called this "***The Superstar Effect***".

Studies show that when people are forced
to compete against a peer who *seems* far
superior, they often don't rise to the
challenge. They give up.

This Superstar Effect isn't limited to the MMA ring or the golf course. The mere presence of a superstar can be de-motivating in a wide variety of competitions. From the board room to the law firm to the local bar.

You'll notice that as you rise to the higher echelons of your sport or vocation, physical ability and skillset tends to balance out among your competitors. At this level of play you discover that having a superstar mindset is key to gaining the upper hand.

How to Shortcut The Superstar Effect Mindset

Watch a superior player trounce an equally good competitor. This domination appears to be deeply intimidating. Jose Aldo is clearly a superior MMA fighter. But the mere presence of Conor McGregor changed the game.

So what gave McGregor the edge? *The Superstar Effect*? Both players trained for many years to reach the top of their game. Both were in top shape. Both were in the match to win. But one common element invisible to the untrained eye differed.

McGregor displayed confidence and a certain 'lightness' all the way into the first round. His thought process and belief in himself won the match. It largely came down to '**brain power**'.

You can be in the best physical shape. And able to site technique in your sleep. But if your brain isn't in top shape, you are at a distinct disadvantage. Particularly when it comes to speed, agility, recall and focus.

Research shows that exercise boosts brain function. And your brains needs the right 'food'. This most complex of physical equipment you rely on every moment of your life needs the right fuel.

Searching out the best organic foods helps. And drinking pure water. But you'll be hard-pressed to supply your brain with everything it needs to work flawlessly without supplements.

Nootropics Boost Brain Power

The best brain supplements include what's come to be known as Nootropics. [The Big List of Nootropics](#) is a good primer to get you started understanding what your brain needs and why.

For example, **Citicoline** boosts your brain circulation, energizes & regenerates brain cells, floods brain with neurotransmitters.

Phosphatidylserine (PS) helps clear brain toxins, boost brain chemicals, and keep brain cell membranes supple, fluid and healthy.

Bacopa monnieri is an ancient Ayurvedic herb used as an "all-around" brain optimizer. **L-Theanine** is the compound in green tea that makes you feel mentally energized, clear & calm.

This is just a teaser from the hundreds of nootropics and brain enhancers studied. And used by top athletes, academics, executives, performance artists, and anyone playing at the top of their game.

Nootropics Are Safe

Now you'd think that messing with your brain chemistry is like playing Russian Roulette with your health. Nothing could be further from the truth.

"[Genuine nootropics](#) are considered by experts to be some of the safest supplements on the market today." We all experience age-related cognitive

decline beginning in our 20's. Nootropics have been clinically shown to slow age-related cognitive decline.

Some offer anti-oxidant benefits. Others maintain and repair our neurological wiring. Some are prescribed for preventing and even potentially reversing diseases such as Parkinson's and Alzheimer's.

Nootropics typically have no known drug interactions. Are non-addictive and do not complicate existing medical conditions.

But your brain chemistry is unique. What works for someone else may not benefit you. So do your research, and don't be afraid to experiment.

The Top 3 Nootropic Stacks for The Superstar Effect

You'll find that a combination of nootropics often benefit you the most. Finding the best nootropic stack can be a time-consuming and costly challenge. We've had years of experience and done much of the work for you. Go to [The Top 3 Nootropic Stacks](#) on this site for more.

If you want **The Superstar Effect** to *change your life* - do this now! And I welcome your comments and experience with nootropics below.

ⁱ Lehrer, Jonah. "The Superstar Effect". *The Wall Street Journal*, www.wsj.com. April 3, 2010. Retrieved December 15, 2015.