

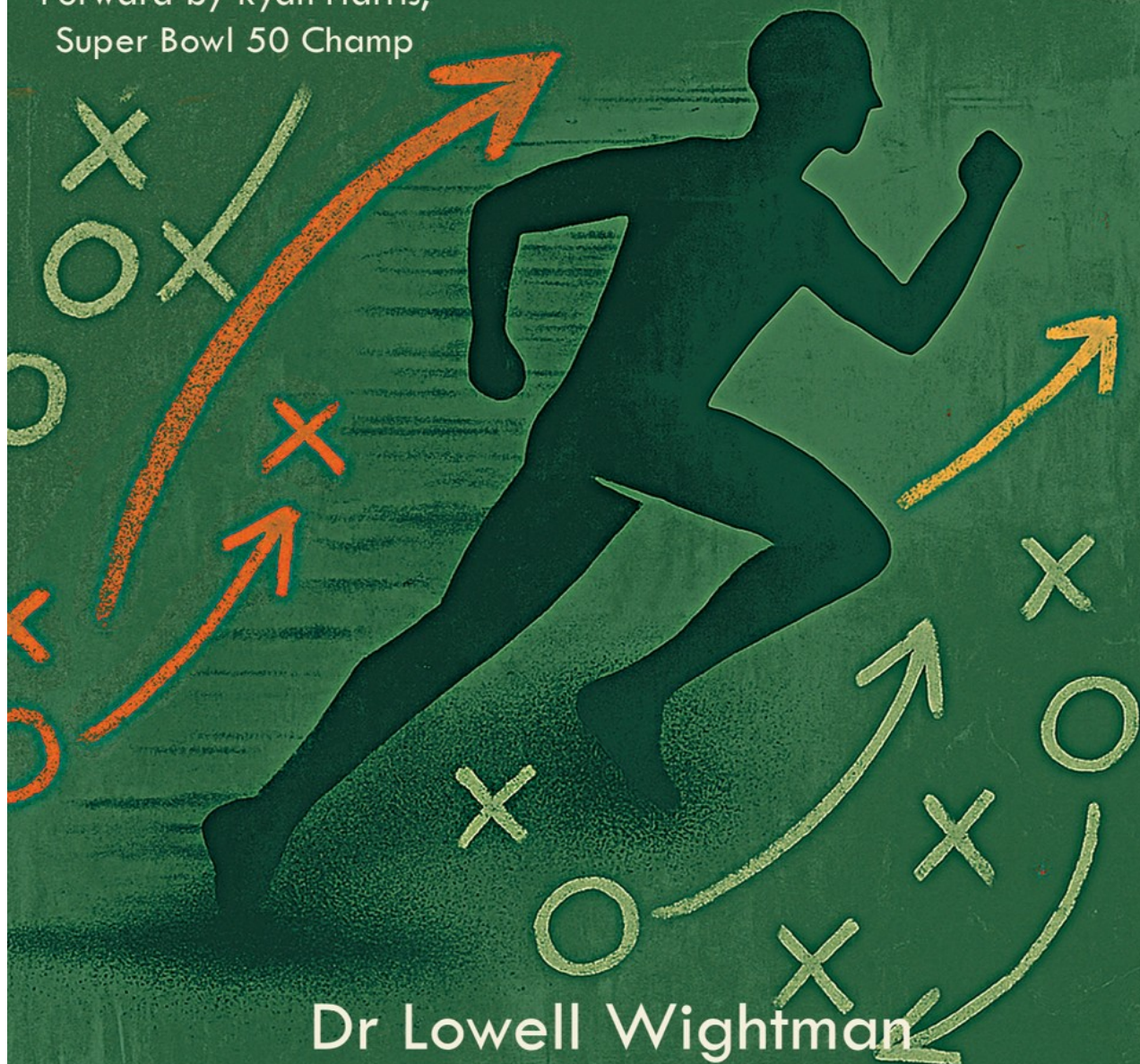
Unlock Your True Potential with Coach Me Up: Desire for Excellence by Dr. Lowell Wightman

COACH ME UP

DESIRE FOR EXCELLENCE

Providing Stories and Strategies for Desired Outcomes

Forward by Ryan Harris,
Super Bowl 50 Champ



San Francisco, California Dec 16, 2025 ([IssueWire.com](https://www.IssueWire.com)) - In a world where raw talent only takes you so far, *Coach Me Up: Desire for Excellence* reveals the mental game behind extraordinary achievement. Authored by Dr. Lowell Wightman, one of the foremost authorities on mental performance coaching, this book offers a revolutionary approach to unlocking the untapped power of your mind—transforming talent into greatness.

Discover the Secret to Elite Performance

Every high performer—whether an athlete, leader, or artist—faces the moment when talent alone isn't enough. *Coach Me Up: Desire for Excellence* goes beyond surface-level motivation, delving into the deep mental habits and strategies that separate the best from the rest.

Dr. Wightman takes you on an exclusive journey inside the minds of elite performers, showing you how to:

- **Unlock Your Inner Drive:** Use the groundbreaking Reiss Motivation Profile® to tap into your core motivators and ignite lasting success.
- **Build Unbreakable Mental Toughness:** Master resilience without sacrificing authenticity—develop a mindset that thrives under pressure and turns challenges into fuel.
- **Achieve Excellence, Consistently:** Transform mental pressure into peak performance with proven strategies designed to guide you toward clarity, confidence, and unstoppable success.
- **Coach Yourself and Others to Success:** Whether you're leading a team or mastering your own journey, Dr. Wightman's techniques show you how to elevate your game and inspire greatness in others.

This isn't a book about feel-good mantras—it's about actionable habits and powerful insights that will revolutionize your mindset and elevate your performance to the highest level. If you're ready to stop wondering if you have what it takes and start executing with excellence, this book is for you.

About the Author

Dr. Lowell Wightman, a renowned mental performance coach, educator, and founder of 360 Mindset, has spent over 30 years helping individuals unlock their true potential. With a career that spans NCAA and professional sports, corporate boardrooms, and the arts, Dr. Wightman's expertise has shaped the success of athletes, entertainers, and executives across the globe.

His work with industry giants like Antwaan Randle El (NFL), Eddy Curry (NBA), and Curtis Granderson (MLB) exemplifies his transformative approach to mental conditioning. As a certified Reiss Motivation Profile® Master Trainer, Dr. Wightman applies cutting-edge science to drive lasting results, teaching leaders and performers how to align mindset with action for unparalleled success.

Dr. Wightman's philosophy—*Desire for Excellence*—is rooted in his belief that performance is not an accident; it's a process. He's guided top-tier athletes and corporate leaders toward measurable excellence, helping them build a winning mindset that's sustainable, impactful, and real.

Why You Need This Book

In *Coach Me Up: Desire for Excellence*, you won't find empty hype. You'll discover real, tested strategies that transform potential into reality. Whether you're striving to lead with purpose, push your performance limits, or achieve lasting success, this book is your roadmap to excellence.

Foreword from Ryan Harris

"I have seen first-hand how Dr. Wightman's methods can change the trajectory of a person's career. His principles are not just theoretical—they are practical, tested, and game-changing. *Coach Me Up: Desire for Excellence* is a must-read for anyone looking to push past their limits, break barriers, and truly achieve greatness."

—**Ryan Harris, Super Bowl 50 Champion, Author of *Mindset for Mastery***

Availability

Coach Me Up: Desire for Excellence is available for purchase now on [Amazon](#) and learn more about Dr. Wightman's transformative coaching philosophy at coachmeup.net.



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