



JIM FANNIN

Biographical Data

Jim Fannin is **America's ZoneCoach®**, coaching more champions in sports, business, and life than anyone on earth for over 50 years. As one of the world's foremost thought leaders, he is more than a life, business, or sports coach. He is a "change your life" coach. With the **ONLY** proven blueprint for attracting the Zone mindset, Jim has helped transform millions of people's lives by providing proven tools and techniques to create simplicity, balance, and abundance.

In 1974 Jim Fannin discovered five markers for "thinking like a champion" and attracting the peak performance mindset called the Zone in all aspects of life, business, and sports. They are **Self-discipline, Concentration, Optimism, Relaxation, and Enjoyment**. Collectively they form the acronym **S.C.O.R.E.®**, which is the cornerstone of Jim's teaching that unlocks one's full potential.

With proprietary research on intuition, visualization, and self-awareness, Jim customized his **S.C.O.R.E.® Success System** with its powerful **90-Second Rule™** tools and techniques for the world's elite athletes, top executives, business owners, couples, parents, and students.

Mr. Fannin is a best-selling author, entrepreneur, premier platform speaker, life strategist, former professional tennis player and coach, educator, business consultant, podcast host, columnist, blogger, peak performance coach, and philanthropist.

JIM FANNIN EXPERIENCE

Mr. Fannin has 50+ years of professional coaching, consulting, and public speaking experience. He has coached 1000+ professional athletes from 22 sports, including members of the PGA and LPGA tours, NBA, NFL, NHL, MLS, MLB, US Equestrian Association, World Series of Poker, and the Olympics. He has trained tens of thousands of individuals and hundreds of companies from 50 industries in peak performance. All personal clients (approximately 4000) set personal records. Many set team, industry, and or world records.

JIM FANNIN HAS PERSONALLY COACHED:

- Chairmen, CEOs and Senior Executives from 350 of the Fortune 500
- Governor of Ohio
- World's #1 Professional Golfer
- 5 Major League Baseball MVPs and 2 MLB Batting Champions
- 3 MLB Hall of Fame members (Randy Johnson, Frank Thomas, Jim Thome)
- 28 MLB All-Stars and 2 MLB Home Run Champions
- Frank Thomas MLB All-Star, MVP, Hall of Fame (entire career)
- 4 MLB Cy Young Award winners (Hershiser, McDowell, Zito, R. Johnson)
- 9 players on the World Series runner-up Cleveland Indians (1997)
- PGA Major Champion
- World Davis Cup Finalist
- French Open Champion & Finalist
- NBA All-Stars
- Olympic Gold Medalists
- World Cup Players; MLS Cup Champion and MLS MVPs
- #1 Pro Tennis Player from 16 Different Countries
- World's Highest Paid Athlete
- 7 World's Top 10 Pro Tennis Players
- MLB Manager of the Year
- NBA Coach of the Year
- NFL All-Pros
- 4x Wimbledon Doubles Champion
- Youngest PGA Tour Qualifier
- 10 Pro Golfers to 1st Victory
- Senior PGA Professional Player of the Year (2017)
- PGA Tour Rookie of the Year
- World's #1 Golf Instructor
- 3 NCAA National Golf Champions
- Champion Poker Players
- Bridgeview Bank Group (\$150M-\$1.5B in assets in 5 years & record earnings)
- Waddell & Reed Office (Countryside, IL) to #1 National Ranking
- NY Times Best Selling Authors
- Miss Fitness USA
- Academy Award Winning Director
- Worldview International Foundation
- Internationally Acclaimed Artist (Romero Britto)
- Cities of Bridgeview, Illinois & Ashland, Kentucky
- Norwegian and Irish Tennis Federations
- 7 National Amateur Champions (Tennis); 12 State Amateur Champions (Tennis)
- 11-time Big Ten Champion, 2013 NCAA Runner-up (University of Illinois, Men's Golf)
- University of Illinois, Men's Basketball & Baseball Teams
- University of Richmond & NC State Women's Golf Teams
- NCAA Coaches of the Year (Basketball; Golf)
- Loyola, Lewis & NC State University Athletic Departments
- PGA of America, Illinois PGA, Florida PGA, Hawaiian PGA
- NCAA All-Americans from 6 Sports
- Actors, Authors, Screenwriters, Musicians, Opera Singers, Country Singers, Artists, Politicians, and Managers and Coaches from MLB, NBA, MLS and NFL

Jim Fannin Testimonials

Frank Thomas (MLB All-Star; 2X MVP; Hall of Fame)

“Reaching the Hall of Fame...I mean, I owe it to Jim Fannin. To be honest, he taught me to live in the Zone. I’m not just talkin’ the talk but walkin’ the walk. Once I started using Jim’s S.C.O.R.E.® System and his 90-Second Rule™, it changed my entire life and my career. The 90-Second Rule™, please check it out. It will change your life forever.”

Peter J. Haleas (Chairman, Bridgeview Bank Group)

“Jim’s tools and techniques have not only helped me, my company, and my family, but they have helped achieve balance among these arenas as well. In addition, my bank went from \$150M to \$1.5B in assets with record returns thanks to Jim.”

Audra B. (Calgary, Canada)

“You saved my life! I lost a total of 60 pounds, all without the help of a gym or diet center. My confidence has grown, and I’ve totally re-invented myself. Again, Jim, a heartfelt thank you! The pleasure has been all mine!”

Dan O’Brien (1996 Olympic Gold Medalist - Decathlon)

“The S.C.O.R.E.® System has given me a mental plan to fall back on when I’m stressed or when I when I feel that there’s a lot of pressure. The S.C.O.R.E.® System gives me that edge, I believe, over my competitors.”

Courtney Abbiati (Hollywood Actress)

“There is no ceiling or limit to my success, and Jim Fannin not only helped me to see that but set me into motion.”

Steve Pat Scot (Senior Executive Spencer Stuart, Proud Parent)

“Jim Fannin has provided both my son and I the success tools needed to achieve peak performance. As a bonus, the tools have cemented our relationship forever.”

Luke Donald (Former #1 Golfer; 5X PGA Tour Winner)

“Since the end of 2003, I’ve significantly improved the mental approach to my golf game with Jim Fannin. Thanks to the S.C.O.R.E.® System, I’m now a top 10 player in the world.”

Jeff L. Houston, TX

“In 90-days, I’ve re-invented my career, lost 40 pounds and five inches off my waistline thanks to Jim Fannin and his S.C.O.R.E.® tools. It was a WOW!”

Bill Rau (Mitsubishi Electric)

“Jim Fannin is one of the best platform speakers in the world. We’ve booked him for multiple talks and will book him again. He’s amazing!”

Maggie Will (3X LPGA winner)

“Jim has helped me as a player, coach, and teacher. His S.C.O.R.E.® System continues to pay dividends.”

Rob Wilson (President, Employco, USA)

“After I hired Jim Fannin, my 18-year-old business had its best year ever in 2016. I was running from meeting to meeting, focused on 20 to 30 things. Frequently I’d come home on the phone going from deal to deal. After implementing Jim’s tools, my life completely changed. If you’re looking to get an edge in business or life in general, I would highly recommend Jim Fannin.”

Bucky Dent (3X MLB All-Star, Proud Parent)

“Jim Fannin has personally coached my son and daughter. They used his tools and have made the most of their talent. Jim is the world’s best mental coach!”

Alex Rodriguez (14-Time MLB All-Star; 3X MVP)

“I was with Jim Fannin from 1996-2010 and 2014-present. He’s been tough, blunt as a hammer to the head, truthful, relentless, reliable, always well-dressed, and 99% right in his advice. He’s been my sounding board, guide, advisor, mentor, therapist, baseball strategist, and life coach.”

Peter Fleming (7-time Grand Slam Doubles Champion; Former #1 Doubles Player)

“Jim Fannin has coached seven tennis players into the world’s top 10. I know! I was one of them. In addition, he helped me win four Wimbledon Doubles titles. After 35 years, I still use his tools and techniques. Pretty amazing!”

Lou Cassara (CLU, ChFC; Leading Financial Advisor)

“Jim’s tools and techniques helped take my already successful business to another amazing level. In addition, his guidance helped my overall relationship with my family. It’s brought great peace of mind to be the best person I can be to the people that matter most in my life and my work.”

**For More Information on Jim Fannin,
Jim Fannin Products, Services, or Media Availability**

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