Through extensive research spanning a number of decades, scientists have identified ways to make imagery more effective:

1. **Clear and vivid**
   A vivid image clearly resembles the experience as it would be seen, felt, heard, and even smelt in real life. Swimmers may smell the chlorine in the swimming pool or tennis players feel the weight of a racket in their hands.

2. **Controllable**
   A controllable image is one that is easy to manipulate, it’s like the athlete is the director of their own film.

3. **Be positive**
   Images should always be positive and involve desired results. A golfer should image putting the ball successfully into the hole, instead of missing.

   Most of the time what you see is what you’ll get!

4. **Practice**
   Remember mental imagery is a skill, just like a physical skill, which must be practised on a regular basis to be effective. Athletes should start small and as they improve, gradually increase the time they spend imaging.

   **Remember it’s the quality of the image not the quantity that matters!**