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**For Immediate Release**

**WIN TODAY: Six Steps To Mental Resilience,  
Peak Performance, And A Thriving Life**

By Joshua Lifrak with David Lepasca

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**From The Chicago Cubs' Historic World Series Victory  
To Success In Life And Work – Expert Joshua Lifrak  
Reveals The Mindset Behind Peak Performance  
In His Inspiring New Book, WIN TODAY**

What does it take to perform at your best over and over again? Mental performance coach Joshua Lifrak answers that question in his inspiring new book, **WIN TODAY: Six Steps To Mental Resilience, Peak Performance, And A Thriving Life** (Wiley; June 9, 2026), a practical guide drawn from more than two decades helping elite athletes and business leaders perform under pressure.

Over the course of his career, Lifrak has worked with world number one golfers, Grand Slam finalists, NFL and NBA stars, and senior executives at major global companies. He also served in the front office of the Chicago Cubs as the director of the mental skills program during the team's historic 2016 World Series championship, helping players stay focused through one of the most pressure-filled runs in sports history.

In **WIN TODAY**, Lifrak takes readers inside the moments when the mental game matters most. Written in the first person, the book traces how he developed his mental performance framework through real-world experience — working with athletes striving for championships and leaders facing high-stakes decisions. The result is a book that blends story, strategy, and practical tools. Lifrak shares the successes and setbacks that shaped his thinking and explains how the mental habits of elite performers can be applied far beyond sports.

At the heart of **WIN TODAY** is a clear framework built around six principles that Lifrak has refined through years of coaching:

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- Define Your Story – Shape your mindset by defining your goals, expectations, and identity.
- Build Bonds – Develop strong relationships that fuel growth and performance.
- You Are Here – Learn how to stay fully present when pressure and distractions mount.
- Stop the Storm – Recognize and manage the negative thoughts that sabotage performance.
- Choose Growth – Commit to the daily work required for improvement.
- Mile Zero – Reset your mindset every day with courage, urgency, and belief.

Each chapter shows readers how these principles work in practice. Lifrak includes specific exercises, reflections, and step-by-step actions designed to help readers apply the concepts immediately — whether they are leading teams, building a business, competing in sports, or navigating personal challenges.

One distinctive feature of the book is Lifrak’s approach to identifying the behaviors that undermine success. Rather than focusing only on what people should do, he asks readers to consider the habits that derail each principle — surfacing the fears, distractions, and negative patterns that undermine performance. By recognizing those behaviors, readers can consciously replace them with stronger mental habits.

Throughout **WIN TODAY**, Lifrak emphasizes a simple but powerful idea: lasting success does not begin with distant goals or grand plans. It begins with learning how to win the moment directly in front of you. “Winning streaks start with a single victory,” Lifrak writes. “When you focus on winning today—on the decisions, actions, and mindset you bring to this moment—you begin stacking small wins that lead to lasting success.”

In an era when many people feel overwhelmed by constant pressure and uncertainty, **WIN TODAY** offers a practical roadmap for building resilience, maintaining focus, and performing at your best—one day at a time.

#### **About the Author**

**Joshua Lifrak, M.S.**, author of **WIN TODAY**, is Director of Performance and Coaching at Limitless Minds, a mental performance consultancy, delivering keynotes and advising individuals, small businesses, and top multinationals. He started his career as a mental conditioning consultant with IMG Academy, working with MLB players, NBA and NFL draft picks, the US Soccer U-17 Men’s National Team and many elite college programs. He then joined the Chicago Cubs as director of their mental skills program. His work there culminated in the Cubs’ 2016 World Series victory. After his stint with the Cubs, he went on to be the Major League Mental Skills Coach for the New York Mets. Lifrak, who has a Master’s Degree in Exercise Science with a specialization in Sports Psychology from Ithaca College, lives in Sarasota, Florida.