Although having good mechanics drastically improves a player’s chance of hitting a good ball, hitting is much more about the mental readiness than the physical mechanics. Hitting requires confidence and a willingness to risk failure. The ability to successfully hit the ball with consistency and power is a special talent with special emotional demands.

A player who cannot control his emotions at the plate will frequently fail, creating serious confidence problems and, inevitably, more hitting difficulty. There will be times where all players fail. Some will not succeed at the plate as much as others. It’s important for each player to remember the work they’ve put in – all of the hours of practice in the batting cages, the tee work, soft toss work, and more that have helped you become a good hitter. You would not be on this team if you were a bad hitter.

Here is the hitting mentality simplified (I know this can be hard to do, but if you can remember this, you will set yourself up for success):

***My last at bats do not matter. I’m a good hitter and I can hit the next good pitch I see.***

**THE ATTACK APPROACH (AA)**

We don’t hit, WE CRUSH! Our hitters approach the plate are encouraged to crush the baseball into the clouds, to make the outfielders track stars. At the plate be aggressive, be tough, be powerful, be violent. For a hitter to truly dominate, he must develop the *ATTACK APPROACH (AA)!*

The enemy of the ATTACK APPROACH is anxiety, being nervous. When the hitter is nervous, he becomes less confident and decreases his chances of hitting the ball. When a hitter feels either anger or fear, he is often overwhelmed by negative thoughts, memories, images, or ideas. This creates a personal belief that hitting the ball is impossible, and he assumes something bad will happen.

Here are a few characteristics of a good *ATTACK APPROACH (AA)* hitter:

1. The *ATTACK APPROACH* hitter knows how to use it. This is the most important characteristic. Any AA hitter should be able to turn on his AA when he steps into the batter’s box. A good AA hitter cannot give in to rage, anger, cannot allow himself to pout or sulk, and cannot have a temper tantrum. AA is short lived and only happens during an at bat. He should have AA at the plate, during every at bat, no matter what happened in the field or in previous at bats.
2. The *ATTACK APPROACH (AA)* hitter can handle negative emotions. He wants to hit, to get on base and cause chaos. Good AA hitters thrive on the challenge at the plate. An AA hitter wants to be at the plate with the game on the line. Pressure situations should help him concentrate. There is a fire of competition that burns brighter the greater the challenge he faces. The AA hitter never says, “I can’t”, he simply says, “not yet.”
3. A hitter with the *ATTACK APPROACH (AA)* is a good contact hitter. He can find a reachable ball and make solid contact. The AA hitter handles the pitcher’s best offering, crushes pitching mistakes, and pounces on *every opportunity.*
4. The *ATTACK APPROACH (AA)* hitter can focus. AA hitters concentrate on the proper execution of hitting he baseball. He has a task to perform and must be able to close out any distractions and focus his attention on hitting the baseball. The AA hitter will see the opportunity to bat as a contest between himself and the ball, and nothing else matters. When he focuses his AA he knows that the moment the pitch arrives, the baseball doesn’t stand a chance.
5. The AA hitter is aggressive. Not aggressive like just swinging at strikes when he sees them. Not overly aggressive swinging at bad pitches. But AGGRESSIVE like crushing a good pitch into outer space and breaking the bat into pieces when he hits the baseball! He must remember that if it is hittable, he can crush it. The *ATTACK APPROACH* allows the hitter to take control of the plate fiercely and aggressively, instead of merely waiting for the pitcher to make a mistake.
6. The *ATTACK APPROACH (AA)* must be a swinger. AA hitters should be aggressive towards ANY pitch he can hit. AA hitters don’t take the first strike. AA hitters don’t like to take **any** strikes. AA hitters want to hit; they want to *CRUSH!*
7. The *ATTACK APPROACH (AA)* hitter must protect the plate. He must know the strike zone. The AA hitter must be willing to defend his strike zone and not let the pitcher sneak a strike past him. When he encounters an umpire with a wide, moving, or bad strike zone, the AA hitter must not give in to frustration, but instead he must focus on a hittable pitch. The true *ATTACK APPROACH (AA)* hitter is able to focus his intensity on the swing and the contact, not the umpire.
8. The *ATTACK APPROACH (AA)* loves to practice hitting. He must enjoy practicing hitting off a tee, through soft toss or front toss, hitting wiffle balls, live pitching, pitching machines, dry swings, mental swings, heavy balls, and more. He even watches baseball on TV and practice his timing against the pitchers in the game – no bat, just the stride. The *ATTACK APPROACH (AA)* hitter **loves** to practice.
9. The *ATTACK APPROACH (AA)* must take instruction. True AA power hitting requires good hitting technique. He must be willing to correct swing errors without frustration or complaint. He also communicates well with the coach if something isn’t working so they can work together to get the mechanics right.
10. The *ATTACK APPROACH (AA)* must care. A good hitter is a team player. He is not alone, not focusing on himself, his stats, or his performance alone. A good AA hitter will use the team as support to help him focus better. The AA hitter will celebrate teammates successes.

Being an AA hitter is the best way to help your team when you’re at the plate. It’s an opportunity to drive the baseball, to make solid contact, to hit the ball hard.