

# William Oliver

**Author, Trainer, and Peak Performance Coach**

For the past year and a half William Oliver has been researching the mental game of golf and working with golfers across British Columbia to learn their secrets to achieving consistently low scoring games. William has also completed writing his book, **Law of Attraction for Golfers: The Science of Lowering Your Handicap**, and is in the process of releasing the book to the market.

William has been heavily involved in studying the personal development industry for the past three years, and is committed to bringing the best techniques, strategies, and tools taught in this industry to the golf market.

As the owner and president of Athletic Attractors Enterprises, William has a vision of revolutionizing the athletic sports world by creating 'how to' mental game training products and services which will teach athletes across North America the mental game of their respective sport. Similar to the Chicken Soup for the Soul Enterprises Inc. and the For Dummies books, William will produce products and services suitable for many different markets.



## **Golf Background**

William started golfing at the age of eight and had already won his first golf tournament in high school at the tender age of 13. By age of 15, he had won the Gallagher's Canyon Junior Club Championship and at 16 he competed and captured the Kelowna Golf and Country Club Junior Club Championship.

By age 17, William had already posted a tournament round of golf of a -3 par 68! At a young age William was competing with the best golfers across B.C., but stopped following his passion to play competitive golf and went on to pursue a business degree at the University of Victoria.

## **Business Background**

A savvy successful young entrepreneur, William started several small profitable companies while attending university. Soon after completing his studies, William helped in the formation of a new start-up company called TeamPages Inc. He was instrumental in assisting the company to raise five hundred thousand dollars to continue the expansion of an online communication tool for amateur sports teams. As a valued member of TeamPages Inc., William was nominated as a finalist for the 2008 VIATeC Employee of the Year award.



At the age of 21, William won the 2008 Western Region Enterprise Business Plan competition for the company that he has now formed, namely Athletic Attractors Enterprises. In the summer of 2008, William started working full time with Athletic Attractors Enterprises and single-handedly raised \$10,000 to pursue his vision of helping millions of athletes to develop a stronger positive psychology. William continues to use all of the techniques, strategies, and tools that he teaches his clients in person, over the phone, on his web-site, and in his seminars, to create the business and life success that he has been blessed to already achieve at such a young age.

## **Training Background**

Along with William's quest for knowledge of the personal development industry, he also has studied NLP (Neuro-Linguistic Programming) techniques, and the Law of Attraction. In the summer of 2007, he was introduced to Michael J. Losier, who started coaching William on a weekly basis on the art of applying Law of Attraction to his life and golf game. Michael J. Losier is the author of the book the *Law of Attraction: The Science of Getting More of What You Want and Less of What You Don't*, and is known as the Law of Attraction "how to" guy! William has been teaching the Law of Attraction to golfers for the past year and has completed writing the book *Law of Attraction for Golfers: The Science of Lowering Your Handicap!* which is scheduled for release later this year. Furthermore, he is the youngest certified Law of Attraction facilitator in the world, and is in the process of completing the Anthony Robbins training courses.

At the age of 7 he was already starting his golf career, and his passion for game was ignited when he won his first Junior Club Championship at the age of 15. Since then he has been able to lower his handicap down to nearly a scratch handicap, and has successfully completed junior golf tournaments at well under par. His success in golf coupled with his deep understanding of the personal development industry and peak performance concepts gives him the expertise to teach either single individuals or groups of people.

## **Philanthropist**

Being a contributor to the global community philanthropic activities is something that William truly believes in and this is proven by his actions. William spent two years volunteering while at university with the schools commerce program. He organized many conferences and different events for the Commerce Students' Society. His volunteer efforts included raising money for business events and conferences, running a golf tournament and other small events, and helping to promote the Commerce Students' Society.

William has been active within the Victoria community where he resides by helping out with the Junior Chamber of Commerce (Prodigy Group), and he has also been active with volunteering across Canada. In the summer of 2007, he supported the Canadian Business School Council by putting together a cross Canada speakers tour.



William has also spent countless hours raising money for the B.C. Cancer Society and was able to help raise over \$3,000 dollars for this worthwhile charity in the summer of 2007. He was a proud supporter of the Easter Seals 24 Hour Relay in the summer of 2008 where he helped his team raise over \$12,500.00 to send young children to summer camp for a weekend.

