

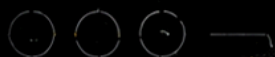
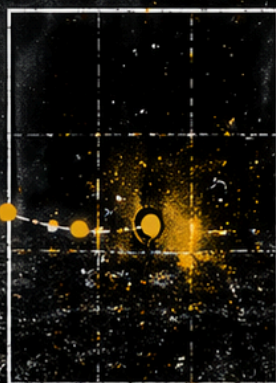
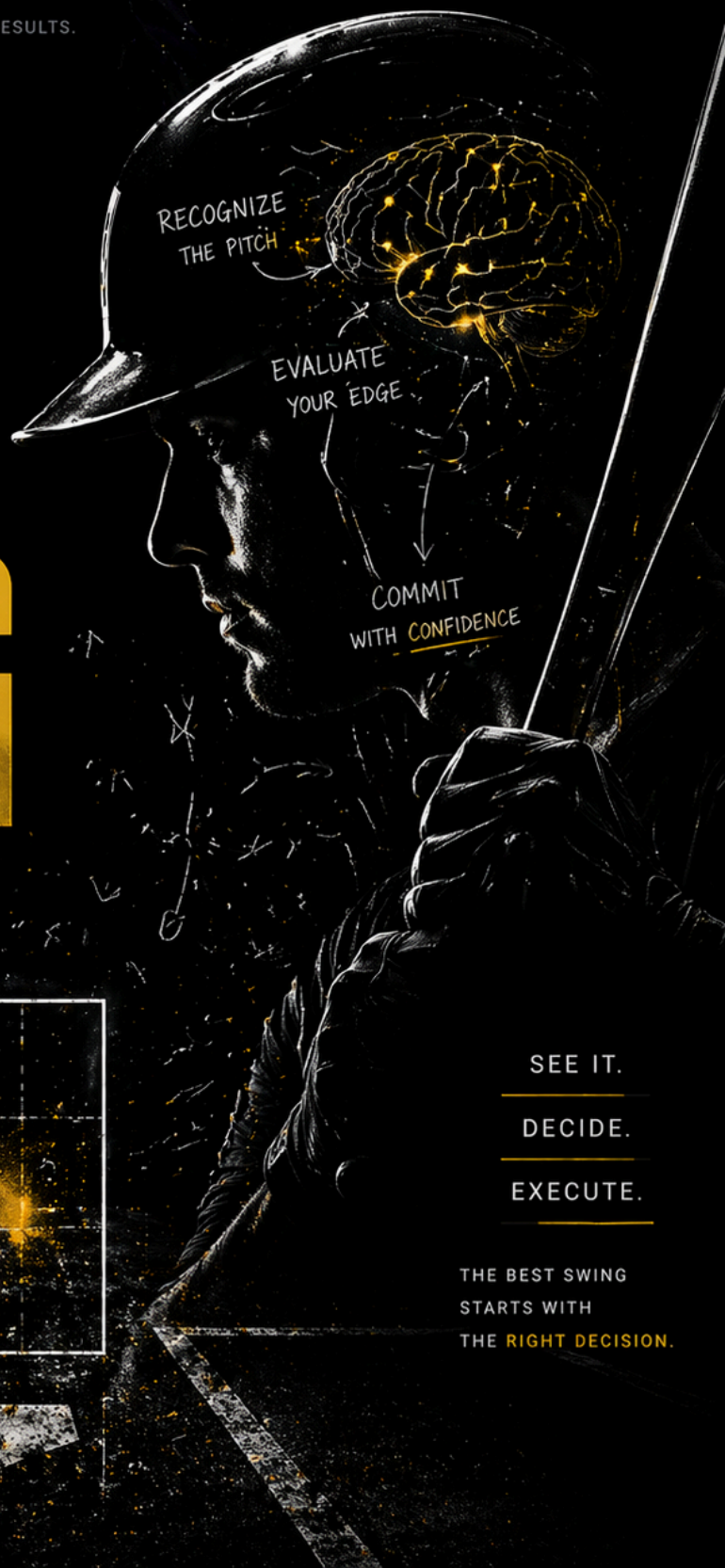
HITTERSIQ
SYSTEM

BETTER DECISIONS. BETTER RESULTS.

THINK BEFORE YOU SWING

A HITTER'S GUIDE TO MAKING
BETTER DECISIONS AT THE PLATE

YOUR BRAIN
BEATS THE PITCH
WHEN YOU USE IT
FIRST.



SEE IT.

DECIDE.

EXECUTE.

THE BEST SWING
STARTS WITH
THE RIGHT DECISION.

HITTERSIQ

BOOK 1

Think Before You Swing

A Hitter's Guide to Making Better Decisions at the Plate

DECISION · PROCESS · CONTROL

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PART I

WHAT AN AT-BAT REALLY IS

CHAPTER 1

You Don't Lose Because You Miss

Most hitters walk away from an at-bat and talk about the swing. They say they were late, got jammed, dropped their hands, need to fix their mechanics. That diagnosis sounds reasonable on the surface. The swing is what everyone sees. It is what gets judged, what shows up on video, what coaches point to.

The swing is not where the problem started. The problem started earlier, in a place nobody can see — in the decision that created the swing.

THE MOMENT YOU ALREADY LOST

By the time the bat moves, the decision is already made. The brain has already picked a pitch, picked a location, picked a timing window. The body is simply executing what was already chosen. If that choice was wrong — wrong pitch type, wrong zone, wrong timing — the swing that follows has no chance. You cannot fix a bad decision with a better swing. You can only reveal it.

This is the most important and most ignored truth in hitting. The cause of almost every failed at-bat is invisible because it happened before any visible movement occurred. The swing that coaches watch is the consequence of a decision that already concluded. Adjusting the consequence while leaving the cause untouched is why hitters stay stuck.

THE SEQUENCE YOU MISS

Decision → Swing → Result

Most players think about hitting as Swing → Result. What happened, how did it look, what do I change. That skips the first step entirely. The decision is not a minor variable — it is the controlling variable. The swing is its execution. The result is its consequence. Change the decision and both downstream elements change automatically. Leave the decision alone and changing the swing produces temporary improvements that collapse the moment the same decision situation reappears.

WHY THE SWING GETS BLAMED

The swing is visible. You can see the hands drop on video. You can feel where contact was made. You can compare the bat path to a model. All of that observability makes the swing feel like the problem because it is the only part of the at-bat that leaves evidence.

The decision left no evidence. You cannot watch a slow-motion video of what you were expecting when the pitcher released the ball. You cannot see whether you had a plan or were open to everything. You cannot observe whether you committed during the pitch or before it. So the brain does what it always does under uncertainty: it blames what it can see.

That creates a loop: bad result, blame the swing, change mechanics, get a temporary result, watch the same decision produce the same problem, change mechanics again. The loop can run for entire seasons. Nothing actually improves because the root cause is never addressed.

THE LATE FASTBALL — DECODED

You hear it constantly: "I was late on the fastball." That statement sounds like a timing problem. It is not. It is a decision problem wearing a timing problem's clothes.

When you are late on a fastball, it means your body started moving after the optimal commitment point. Your body follows your decision — always, without exception. If your decision came late, your body came late. The physical delay is the consequence of a mental delay. No mechanical adjustment to your load or your trigger changes the timing of when your brain sent the signal. Only an earlier decision does that.

THE CHASING SLIDER — DECODED

"I just chased it." That sounds like a discipline problem. It is not. It is a zone definition problem. You chased because there was no pre-defined boundary — no clear line you drew before the pitch that told you "this pitch in this location is mine, and this pitch is not." Without a defined zone, every pitch gets evaluated in real time as it arrives. Borderline pitches look hittable for a fraction of a second. That fraction is all it takes to commit to a pitch outside your plan.

Discipline is not willpower. Discipline is pre-decision. The hitter who does not chase has already decided, before the pitch, what they will not swing at. The hitter who chases is making that decision mid-pitch — which is always too late.

THE GUESSING TRAP

Sometimes guessing works. You sit fastball, you get fastball, you crush it. That creates a dangerous belief: that you figured