

#1

MEGAWATT

STARRING JJ WATT





"JUSTIN JAMES 'J.J.' WATT. THE QUINTESSENTIAL ALL-AMERICAN, SMALL-TOWN BOY FROM WISCONSIN. EASYGOING, RESPECTFUL, HUMBLE. A PILLAR OF THE COMMUNITY."

"BEFORE THE GAME, HE'S SMILING, JOKING WITH TEAMMATES, SIGNING ENDLESS AUTOGRAPHS FOR KIDS..."



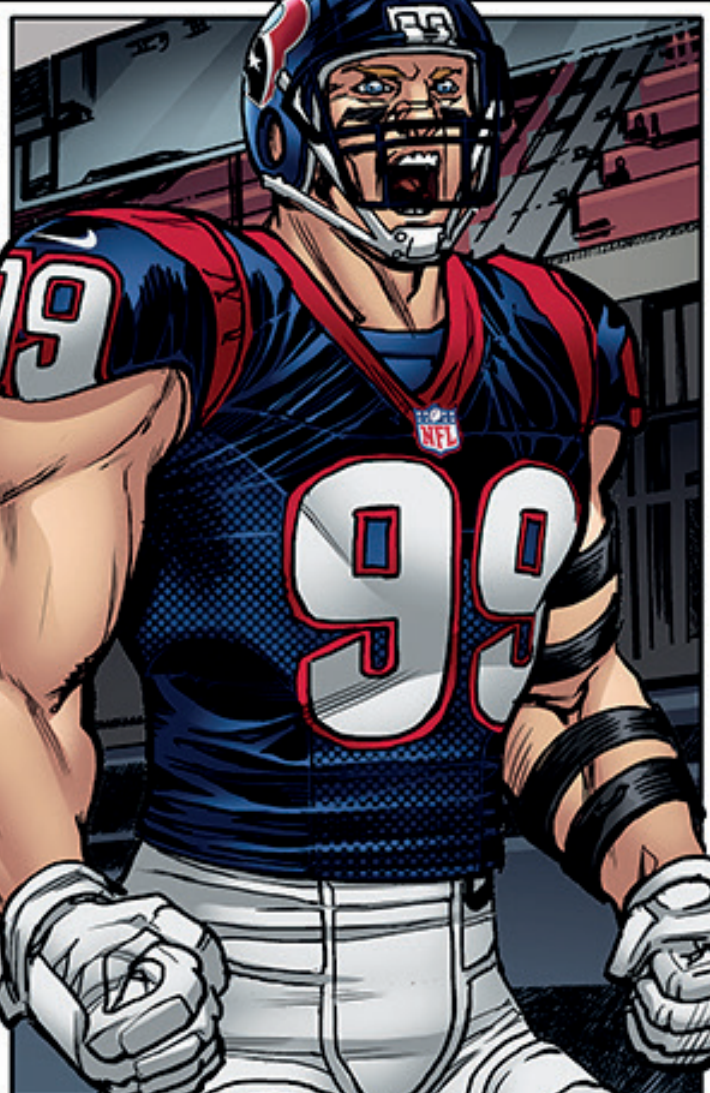
"...SOMETIMES EVEN SHAKING HANDS WITH QUARTERBACKS HE'LL BE CHASING DOWN COME GAMETIME."



"SO THE QUESTION IS, PEOPLE, HOW THREE MINUTES BEFORE THE GAME, THAT MAN IS ABLE TO SHUT EVERYTHING OUT...ALL THE NOISE, FANFARE AND DISTRACTIONS--"



"--AND BECOME LASER-FOCUSED ON BEING..."



"...MEGAWATT."

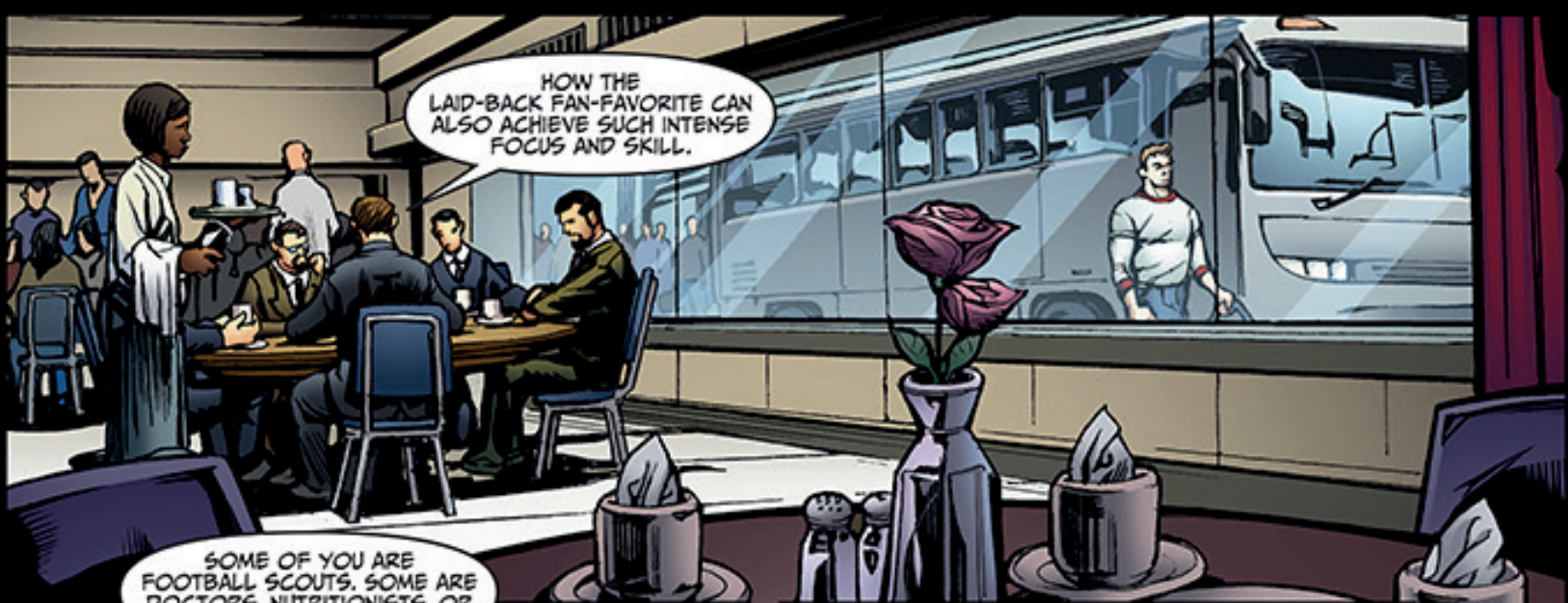
*FRANCHISE RECORD-HOLDER FOR SACKS IN A SEASON. AP DEFENSIVE PLAYER OF THE YEAR. A MAN WHO CONSTANTLY EXCEEDS EXPECTATIONS OF WHAT HE CAN DO.

"OUR JOB IS TO FIND OUT HOW."

MEGAWATT

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HOW THE LAID-BACK FAN-FAVORITE CAN ALSO ACHIEVE SUCH INTENSE FOCUS AND SKILL.

SOME OF YOU ARE FOOTBALL SCOUTS. SOME ARE DOCTORS, NUTRITIONISTS, OR PSYCHOLOGISTS.

BETWEEN ALL OF US, THERE HAS TO BE A WAY TO LEARN HOW HE DOES IT. WHERE THE NORMAL HUMAN FEARS AND DOUBTS GO.



I DON'T CARE WHAT IT TAKES--I WANT TO KNOW.



YOU COULD JUST ASK.



UH, NOW LOOK, MR. WATT, WE DIDN'T MEAN ANY OFFENSE. WE'RE JUST TRYING TO STUDY YOU TO MAKE OUR OWN PLAYERS BETTER.

NO OFFENSE TAKEN. I APPRECIATE THE COMPLIMENT.

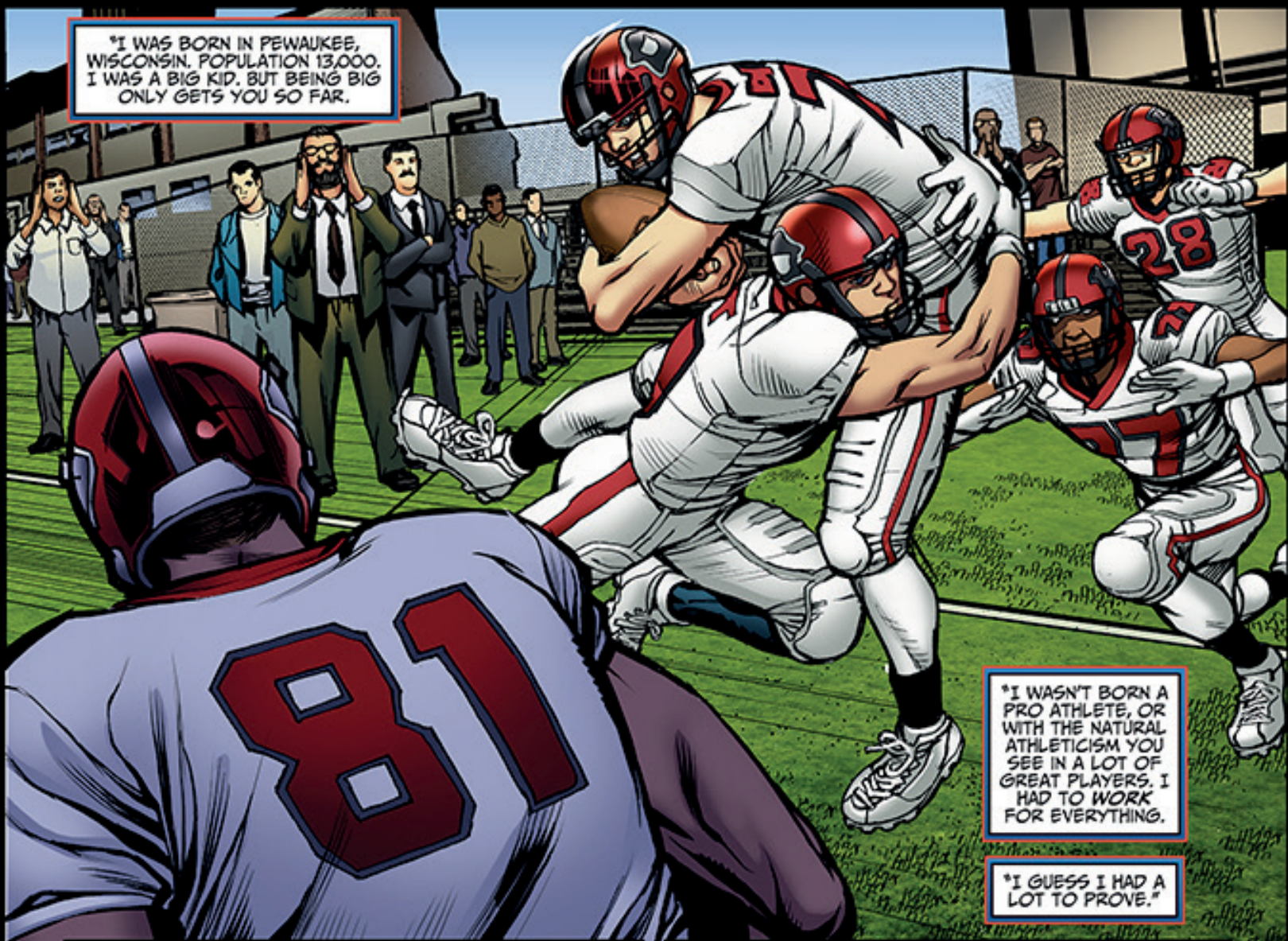


SO I'LL TELL YOU.

I'LL TELL YOU THE SECRET OF HOW I BECAME MEGAWATT.



"I WAS BORN IN PEWAUKEE, WISCONSIN. POPULATION 13,000. I WAS A BIG KID. BUT BEING BIG ONLY GETS YOU SO FAR."

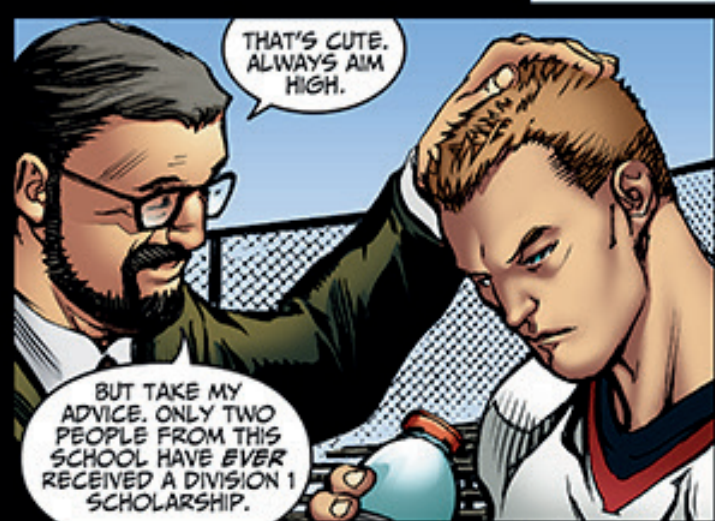


"I WASN'T BORN A PRO ATHLETE, OR WITH THE NATURAL ATHLETICISM YOU SEE IN A LOT OF GREAT PLAYERS. I HAD TO WORK FOR EVERYTHING."

"I GUESS I HAD A LOT TO PROVE."



"NICE TACKLE, WATT!"



"THAT'S CUTE. ALWAYS AIM HIGH."

"BUT TAKE MY ADVICE. ONLY TWO PEOPLE FROM THIS SCHOOL HAVE EVER RECEIVED A DIVISION 1 SCHOLARSHIP."



"YOU'LL BE A HECK OF AN ADDITION TO THE TEAM, KID. WORK HARD ENOUGH, YOU COULD PLAY COLLEGE BALL."

"I'M GOING TO. I WANT TO BE A DIVISION 1 PLAYER."



"MAKE YOUR GOALS MORE REALISTIC, SON."

"OR YOU'LL SPEND A LOT OF YOUR LIFE BEING DISAPPOINTED."

"THE NEXT GAME, I HAD A CLEAR SHOT AT THE QUARTERBACK. BUT WHAT THAT GUY SAID WAS IN MY HEAD."



"AND I MISSED A SACK I SHOULD'VE HAD."



"NOT BECAUSE HE DOUBTED ME, BUT BECAUSE HIS DOUBT MADE ME DOUBT MYSELF."



"I DECIDED THAT WAS NEVER GOING TO HAPPEN AGAIN."

"INSTEAD OF LETTING OTHER PEOPLE'S DOUBT SHAKE MY CONFIDENCE, I DECIDED TO USE IT AS MOTIVATION."



"MAYBE I COULDN'T BEAT SOME GUYS' NATURAL GIFTS, BUT I COULD OUT-WORK THEM. AND I DID."

"I WALKED OUT OF MY HIGH SCHOOL AS THE THIRD GRADUATE EVER TO GET A DIVISION 1 SCHOLARSHIP."





"BUT A RECRUITING SERVICE ONLY RANKED ME TWO STARS OUT OF FIVE. A MID-TIER TALENT. CHANCE OF MAKING IT TO THE PROS: VERY, VERY LOW.

"EVEN THOUGH MY DREAM WAS TO PLAY DEFENSIVE END, I WAS USED AS A TIGHT END MY FRESHMAN YEAR.

"SO I LEFT TO BE A WALK-ON DEFENSIVE END AT WISCONSIN... WITH NO SCHOLARSHIP. PEOPLE SAID I WAS CRAZY.

"I USED IT ALL AS INSPIRATION. TO STUDY. TO GO TO SLEEP AT 9:30 WHEN EVERYONE ELSE WAS PARTYING. TO GET UP BEFORE THE SUN AND HIT THE GYM. TO DREAM BIG AND WORK HARD.



"SO ON THE FIELD... IT ALL CAME OUT. ALL THE RESTRAINT, ALL THE CONTROL I PRIDED MYSELF ON... GONE.

"NO HESITATION. NO HOLDING BACK. NOT JUST PUSHING THE LIMITS... BUT PUSHING THROUGH 'EM.



"BUT WHEN I WAS DRAFTED 11TH OVERALL, ANALYSTS DOUBTED I'D EVER BE A STAR. AND THE FANS, WELL, THEY MADE THEIR VIEWS PRETTY CLEAR.

BOOO!

"ONE SAID IT WAS A WASTED PICK. ANOTHER SWORE HE'D CANCEL HIS SEASON TICKETS.

"I DIDN'T GET MAD. I PLAYED THE TAPE WHILE I WORKED OUT. USED IT AS MOTIVATION. LIKE I'VE ALWAYS DONE.

BOOO!



"TO PUSH MYSELF TO THE LIMIT... AND BEYOND."

"THAT'S THE SECRET OF MEGAWATT. WHY I CAN BE A MACHINE. LASER-FOCUSED ON ONE GOAL. DOING WHAT LOOKS IMPOSSIBLE."



"WHAT I ACCOMPLISH ON THE FIELD 3 HOURS EACH WEEK IS BECAUSE OF WHAT I DO THE OTHER 165 HOURS."



"WHEN I GET ON THE FIELD, I'M NOT THINKING ABOUT ANYTHING ELSE. I STRIP THAT ALL AWAY IN THREE MINUTES."

"SHUT OUT ALL THE DOUBTS AND DISTRACTIONS. I CAN DO THAT BECAUSE THEY DON'T MATTER ANYMORE."



"I ALREADY HANDLED THEM. USED THEM TO MOTIVATE ME. TO LEARN WHAT I CAN DO AND WHAT IT TAKES TO DO IT. SO NOW IT CAN BECOME INSTINCTUAL."

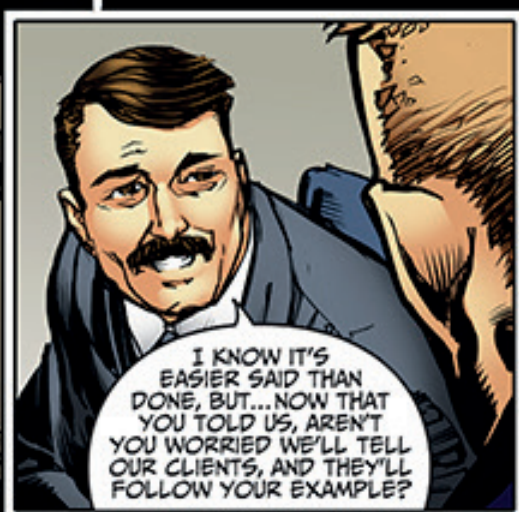
"MY HARD WORK PAYING OFF."



"MEGAWATT ISN'T SOME ALTER EGO OR DIFFERENT PERSON. HE'S ME."



"A PART OF ME THAT ONLY EXISTS IF I PUT IN THE WORK TO MAKE IT POSSIBLE."



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