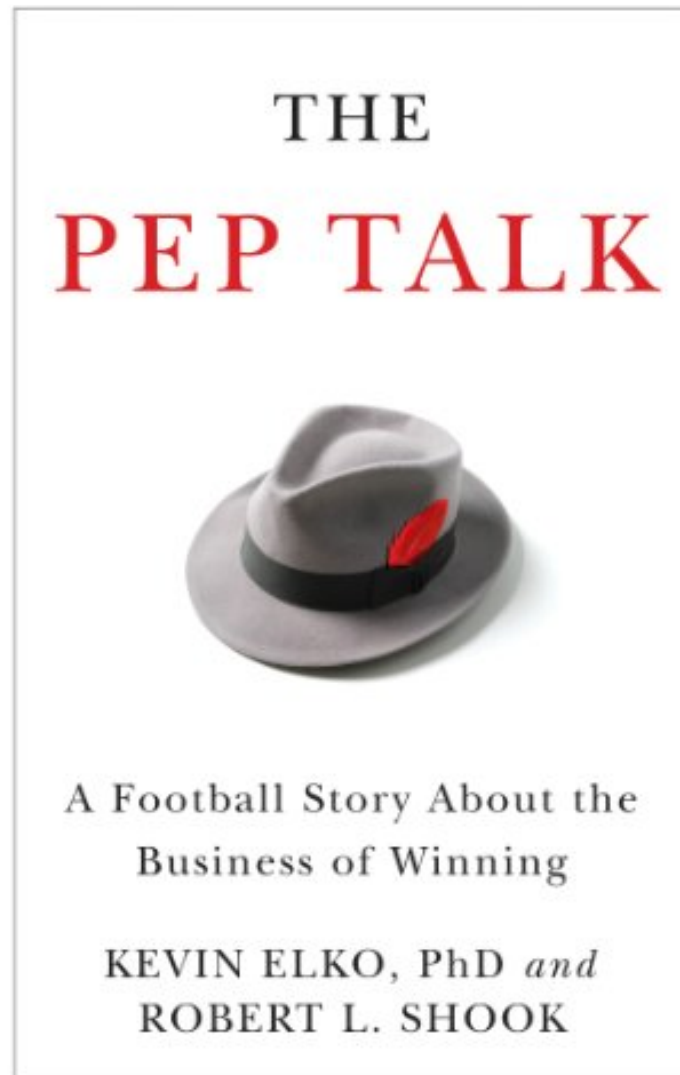


[Free] The Pep Talk: A Football Story about the Business of Winning

The Pep Talk: A Football Story about the Business of Winning

Kevin Elko

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Kevin Elko : The Pep Talk: A Football Story about the Business of Winning before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Pep Talk: A Football Story about the Business of Winning:

12 of 12 people found the following review helpful. Profound. Inspirational. Hard-Hitting. Effective. By Jeffrey E Ellis THE PEP TALK by Kevin Elko is an inspiring, motivational story about a small town football team and an important game against an unbeatable opponent. It is also much more than that. It embodies lessons for business and life. Mr. Christopher stops by to ask Coach Morris if he can give a pep talk to his high school football team. Instead of

the typical rah-rah speech, what the boys hear from this unusual guest stick with them well into their lives. Decades passed and the coach was about to fulfill his mortality when he called three of the key players to visit with him. Uncannily, the three players and coach recalled every word the stranger had said. The players became inspired and make plans to spread the good news of Mr. Christopher's teachings. The modern day parable teaches 12 key lessons: 1. Forget the past 2. Seize the moment 3. Trust others 4. Stay focused 5. Visualize success 6. Learn from adversity 7. Persevere 8. Respect the opponent 9. Believe in others 10. Be a team player 11. Trust the process 12. Have Faith I have seen Elko speak three times and his work is motivational and inspirational. He combines cultural and spiritual truths in an unusual, hard-hitting and relevant ways. Elko is rapid-fire and high energy with a dizzying mix of humor and insight. 0 of 0 people found the following review helpful. Great life lessons By A Gann A good start, but the story wandered too much for my preference. The lessons are good, the talk is fantastic. Just remove the fluff 0 of 0 people found the following review helpful. Another great book by Dr. Elko. Thanks for all of your wisdom - as well as your Monday Morning Cup of Coffee!!

Coach Jack Morris was at a complete loss. One week after being hung in effigy for leading the beloved Lincoln Lions to their twenty-fourth straight defeat, Morris was bracing for the Jacktown Giants. Giants by name and by record, they were heralded as the best prep team Ohio had ever seen. Coach Morris was just waiting for the axe to fall. But something bizarre happened when a stranger requested permission to deliver the pregame pep talk. With nothing to lose, Coach Morris agreed. No one could have predicted the result: A motivated team, fighting for pride, fighting for their town, fighting for each other. Though just a fictional football story, *The Pep Talk* contains universal and inspirational words of truth that apply to every walk of life. Author Kevin Elko makes a living giving the same talk contained in these pages to corporations and athletic teams around the country. Like the characters in this story, Elko's pep talks have changed lives and helped drive teams to national and world championship victories. Empower yourself for success. Empower yourself with *The Pep Talk*.

About the Author Kevin Elko is a Certified Addictions Counselor who works with professional and college football teams. He has also consulted and presented to a number of companies and organizations including Pfizer, Wachovia, and Merrill Lynch. He owns a Super Bowl Ring from the Dallas Cowboys, a National Championship ring from the LSU Tigers and two National Championship Rings from the Miami Hurricanes. Organizations are willing to pay high fees to bring Kevin in, and keep bringing him back year after year. Robert Shook has authored four best-selling books and holds over 100 weeks on the best-sellers lists. His work includes New York Times best-selling books: *The IBM Way*, *Mary Kay on People Management*, *Mary Kay's You Can Have It All*, and *Longaberger*. Shook collaborated with Doris Christopher to write *The Pampered Chef*, which was an immediate best seller.