

# TALK Football: SHE'S GOT GAME!

By Alice Nicholas



## BONITA FAVRE

Mother of Quarterback **BRETT FAVRE**

"I just wish I had thought of this myself many years ago when I was teaching P.E. ... I do think it is a great asset to anyone trying to learn the game and I wish you well!"

## Deno Campbell

Senior Manager with *USA Football* in Vienna, Virginia

"Talk Football is a great little book... when will there be a Volume II?"

## The Mississippi Press Pascagoula, MS

"How many times have you been to a game and had to ask, "What was that for?" or "What does that mean?" [*Talk Football*] is a book you can stick in your purse and reference with all your friends."

**T**alk football is a **purse-sized paperback** that's tiny enough to stuff in one's bag and take to the game for quick reference — and attractive enough to place on the coffee table. **Ten brief chapters** and a **gridiron glossary** are packed with crucial information alongside watercolor illustrations that allow the reader to **easily comprehend the dynamics of the game.**

Released by Pecan Row Press, *Talk Football* has been well received by national and independent **bookstores throughout the South, NCAA SEC schools, NFHA high schools, junior high and elementary school booster clubs** — and **cheerleaders** are finding that selling *Talk Football* can be a profitable fundraiser!

## PROMOTING A SUCCESSFUL BOOK SALE FUNDRAISER

- 🍷 **Communicate that *Talk Football* makes a GREAT GIFT and that every book purchased MAKES MONEY FOR YOUR FUNDRAISER!** Offer incentives for groups turning in the most orders.
- 🍷 **Encourage informal DISCUSSIONS** about the book and share the positive press reviews as support.
- 🍷 **Design a POSTER** that includes the book cover, pricing and order deadlines. Display them in quantity around your organization for promotion.
- 🍷 **Print a FLYER** that promotes your organization's fundraising goals and explains how much money can be made.
- 🍷 **Create a BOOK SALE TABLE** and make copies available for quick reads.
- 🍷 **Distribute BOOKMARKS** as reminders of the promotion.
- 🍷 **Post an in-house BOOK REVIEW** a week before the order deadline with a reminder of the fundraiser.

