



Kevin Elko is a performance consultant who works with professional and college football teams, most notably the Pittsburgh Steelers, the Cleveland Browns, and the LSU Tigers. He consults for and presents to hundreds of top companies and organizations each year including Travelers Insurance Company, Smith Barney, and Merrill Lynch. His “Nerves of Steel” pep talks teach participants to focus through adversity, be creative, and maintain motivation. Elko has a PhD in Education with an emphasis in Sports Counseling. *The Pep Talk* is his first book.



Robert L. Shook has been a full-time author for thirty years and has authored more than fifty books. Several of his books have appeared on the *New York Times* bestsellers list, including *Longaberger: An American Success Story*, a number-one bestseller. Other books include: *Miracle Medicines*, *Winning the NFL Way*, *Doing Business by the Good Book*, and *The IBM Way*. He is one of America’s premier business writers. *The Pep Talk* is his first work of fiction.

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Praise for *The Pep Talk*

Elko and Shook are a great team. This is one of the best football stories I've ever read. It's full of wonderful gems that apply to the business arena and beyond.

—ANDY ANDREWS,
Author of the *New York Times* bestseller, *The Traveler's Gift*

Elko and Shook's *The Pep Talk* is a wonderful lesson on faith interacting with life's realities. Read their book and you will be inspired to search within yourself to discover a better understanding of your inner faith.

—JOHN TYSON,
Chairman, Tyson Foods

“*The Pep Talk* is the real deal. I've been there when Elko has given one of his famous talks and he really fires everyone up. I'll never let anyone else speak to my team. I loved this book and I plan to give copies to everyone in our organization.”

—NICK SABAN,
Football Head Coach, University of Alabama

“Kevin Elko has shown me and my team how to motivate themselves and achieve emotional balance on and off the field. He especially showed us how to stay focused on the present.”

—EMMITT SMITH,
All-Time NFL Leading Rusher

More than a mere “rah-rah” pregame speech, Elko and Shook’s powerful message extends far beyond the football field. If you’re ready to change your life for the better, then you’re ready for *The Pep Talk*.



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ELKO and SHOOK THE PEP TALK



THE PEP TALK



A Football Story About the
Business of Winning
Dr. KEVIN ELKO *and*
ROBERT L. SHOOK

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 pre-game 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*.