

# FREQUENTLY ASKED QUESTIONS

“The Leadership Playbook: Become Your Team’s Most Valuable Leader”

## **When was the book published?**

The Leadership Playbook went live on Amazon on July 25, 2017.

## **Who should read this book?**

The book is primarily intended for student-athletes so that they can better develop their leadership skills to help themselves grow as a player and be successful after their playing days are finished.

## **What would you say to someone that says, “kids don’t read anymore”?**

There are many kids that still read today. Most kids read what is interesting to them. They also read things that are short and concise. This book is on a topic that is important to them – sports, in particular, learning how to be better at sports. Additionally, each chapter contains relevant stories and illustrations that highlight important leadership concepts. There are not a lot of long drawn-out pages of theory. A player that doesn’t enjoy reading as much should start by picking out a chapter that appeals to them and then read a story from that chapter.

## **How much does the book cost?**

The price for a single copy is \$15.99. The Kindle version is \$7.99. There is a significant discount if buying in bulk. Bulk orders can be purchased at [www.TheLeadershipPlaybook.com/Bulk](http://www.TheLeadershipPlaybook.com/Bulk)

## **I heard that there are online materials that go with the book. What do these cost? How do I get them?**

There are accompanying materials for the book that. These materials are free! Everyone that purchases the book will receive access to these online training materials. There will be material for coaches, student-athletes and parents. These tools can help facilitate discussions and further learning opportunities. To access these resources, visit [www.TheLeadershipPlaybook.com](http://www.TheLeadershipPlaybook.com)

## **Where can I get the book?**

The book is available on [Amazon](http://Amazon) and at [www.TheLeadershipPlaybook.com](http://www.TheLeadershipPlaybook.com)

## **What do I do if I want to get more than one copy? Maybe get copies for an entire team?**

You can order as many copies as you’d like from [www.TheLeadershipPlaybook.com/bulk](http://www.TheLeadershipPlaybook.com/bulk). There are discounts for bulk orders. Check the website link for specific stipulations.

## **If I want to get the book for someone else, how do I do that?**

This book makes a wonderful gift for any high school or college athlete. There are so many practical insights and strategies contained in this book that can help them further develop as, not only an athlete, but as a student and a citizen, as well. [Amazon](http://Amazon) provides you with the option of sending the book as a gift.

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### **Why is this book different and unique?**

Almost every leadership book on the market focuses on one of three things: (1) being a captain, (2) being a vocal leader, or (3) leadership theory mainly from a business standpoint. This book tackles real life issues that student-athletes have and how to meet those challenges head-on. It emphasizes that everyone is a leader, not just the starters, the seniors or the captains. Whereas most leadership books are not as useful if a student is an underclassmen or a reserve, this book address all athletes regardless of roles. If you are a captain, then you will learn how to be a better captain. If you are a freshman reserve, you will learn how to be the best in that role, as well. If you aspire to be a captain, you will learn how you can prepare for that role and what you can do now even though you are not in a position of leadership. It is also story based, which is more student-friendly.

### **If I want you to come to our school or business to talk about leadership, what is the process?**

Jamy Bechler has a strong desire to add value to people and help them maximize their potential. He would welcome the opportunity to work with your team. Jamy has worked with schools ranging from the high school level all the way to Big Ten institutions. He has worked with businesses of all sizes and industries ranging from those who make airplane parts to yoga apparel companies. The best way to inquire about his availability is to send an email to [Speaking@JamyBechler.com](mailto:Speaking@JamyBechler.com) and someone from his team will work with you on details and dates.

### **What makes you qualified to write a book like this?**

Jamy Bechler was a successful college basketball coach for nearly 20 years. He worked with both males and females, as well as coached at the NCAA-I, II, III and NAIA levels. In 2014, his team won the “National Champions of Character” award. He has also served as a high school athletic director, where he instituted a student-athlete leadership development program and oversaw a highly acclaimed athletic program with 22 varsity sports, a 7,500 seat basketball arena and a basketball state championship. As a John Maxwell certified leadership coach, he has spoken to and worked with thousands of student-athletes, administrators and coaches, which has allowed him to stay on cutting edge of athletes and how athletes think.

### **I have heard that Jamy is going on a book tour in the Fall. What is this and how can we be a stop on this tour?**

Jamy will be embarking on a nationwide book tour, traveling across the country in August and September. He will be promoting his book but more importantly, he will be speaking on the principles and insights contained in the book that can help make students more successful both in sports and in life. Our team is currently finalizing the schedule. If you are interested in bringing Jamy to your town to speak, please contact us at [BookTour@TheLeadershipPlaybook.com](mailto:BookTour@TheLeadershipPlaybook.com) and we can discuss more details.

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**I heard that you have a program for community members to adopt-a-school and provide free books to kids, what is that all about?**

Yes, we have a program that can be very beneficial to a community or a particular school. Many communities have individuals or businesses that are very passionate about the youth and wanting to see them become successful. Developing future generations of people that have strong leadership skills and make good choices is a concern. This book is not the only solution, but it is definitely a tool to help reach athletes and teach them many of the strategies to grow, develop and maximize their potential – not just as athletes but as people. If a business, individual (or collection of individuals) wants to sponsor a school then each athlete would receive a book, not just the ones that can afford one. In addition to significantly discounted prices on the books, other benefits include various levels of on-campus training/speaking provided by Jamy Bechler. For details, visit [www.TheLeadershipPlaybook.com/partnership](http://www.TheLeadershipPlaybook.com/partnership) or email [partnership@TheLeadershipPlaybook.com](mailto:partnership@TheLeadershipPlaybook.com)

**If I have other questions, how can I connect with you?**

If you have a question that is not addressed in the FAQ’s or website, please feel free to contact us at [Support@TheLeadershipPlaybook.com](mailto:Support@TheLeadershipPlaybook.com) and one of our team members will get back to your shortly with an answer.

**I have a podcast and/or radio show and want to interview Jamy about the book. Does he do interviews? If so, how should I contact him?**

Yes, Jamy is willing to do interviews if it fits into his schedule and is an audience that could benefit from the insights contained in the book. Not only has he been interviewed by coaching and leadership podcasts, he has also recently appeared on some parenting podcasts talking about how to help children be better leaders. You can contact a member of his team at [Jamy@CoachBechler.com](mailto:Jamy@CoachBechler.com).