

that 70% of all the high school basketball coaches in the United States at least have heard of my coaching or MY BASKETBALL BIBLE. I have just got a notion that we can more than double the sales on this book.

I will be happy to have your response, and I always cherish your very frank reply. I assure you that anything you say will not hurt my feelings. I am in the selling game like you are.

Very sincerely yours,

FCA:AH

Director of Physical Education,
Varsity Basketball Coach.