A Sporting Chance - Book Cover Brief

A detailed book cover brief and who is written for:

This book is written for a guy named (not real, Hyperthetical) Ashleigh. He’s a 35 year old, ex high level sports person (Footballer, Tennis Professional, Skier) who has recently started up his own sports store or just purchased a franchised sports store, looking to leverage from his own ‘personal brand’ and perceives that this journey will be one of ease.

He has 2 kids, under 5, married, and is looking to build a profitable assett, that not only delivers premium returns along the way, but also allows him to spend time with his young family.

Right now, Ashleigh is struggling. He purchased or built this store with a dream in mind. Casting his thoughts back to when he was a kid, he always had a dream of owning and running a sports store. He loves sport. He’s really good at a specific or multipe sports. BUT HIS DREAM OF OWNING A SPORTS STORE HAS NOW BECOME A NIGHTMARE!!

Inventory to manage, staff to recruit and train, customer complaints, ARRGGGHHHH!!! This isn’t what Ashleigh thought it was going to be like. He needs help. And FAST!

Enter ‘A Sporting Chance’ written by Kristian Mahony

This book is the ‘Knight in Shining Armour’ for new or struggling sports store owners.

The cover MUST BE INSPIRING, SIMPLE and WARM

My key brand colours are White, Pink, Black and Grey. That said, this book doesn’t need to follow this as a style guide.

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What I want to see?

My vision for the book cover is an IMPRESSIVE/IMPOSING **Title (A SPORTING CHANCE)** that builds AUTHORITY. The TITLE ALONE should take up the top ¼ of the cover space.

My dream (purely my own idea, but am open to other concepts) is to see a graphical illustration of 3 street sports stores, the 2 on either side are run down, spider web filled, cracks, half falling down sports stores, BUT THE ONE IN THE MIDDLE is a palatial (PALACE) like beacon of inspiration that stands tall and shiny above the other 2.

People are walking in and out of the store and it’s buzzing.

The sub title I’m still not settled on - But let’s use - PROFIT **MORE** for your SPORTS STORE! and see what it looks like.

**Back Blurb:**

**Wanted to live the dream of owning a sports store but you’re NOW LIVING A REAL LIFE NIGHTMARE?**

Do you know sports better than most people, but can’t seem to transition that knowledge to help your sports store grow?

You most likely have frustrations around a lack of LOYAL customers, you find it really hard to attract and keep quality staff, and, you’re struggling with online pricing?

**A SPORTING CHANCE** is the book for all you ex sporting greats and experts who love working with sports & leisure people, but haven’t unlocked how to use it to pay the bills and run a PROFITABLE SPORTS STORE.

Written specifically for people who have limited retail knowledge but are experts or professionals inside a sporting field, A SPORTING CHANCE dulls down the noise and bright shiny lights, and places a set of working priorities in front of you to follow and profit from.

Inside you’ll learn:

* How to ensure you’re solving your sporting clients problems effectively
* Which retail method is right for your store
* How to manage your inventory effectively
* The best way to market a sports store
* How to recruit and build an INVINCIBLE team, and
* How to deliver remarkable experiences for you clients

“Many ex pat sporting greats slap a chunk of money down, open a sports store in a small town and expect the tills to ring… Doesn’t work that way anymore. Customers need more than just a good price. A SPORTING CHANCE absolutely helps retail owners and franchisees focus on the important retail aspects and clearly shows how to manage a retail business to greater results, it’s a retail life saver” - Scott Ford - Director of People Plan

If you want more customers, dollars, profits and ultimately time through your sports store then read and uncover the 7 step PREMIER retail method that unlocks MORE CUSTOMERS, MORE PROFITS, and MORE TIME.

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**About the Author**

Kristian Mahony is a retail thought leader and sports retailing specialist. His business The Retail Guy has advised and consulted to some of Australia’s leading sporting goods retailers including rebel, Amart Sports, and Gold Cross Cycles.

Kristian specialises in working with retail teams on sales and selling strategies, retail team recruitment and training, instore layout and visual executions, database & loyalty marketing structures.

Visit [www.theretailguy.com.au](http://www.theretailguy.com.au) for more…

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Website

[www.asportingchance.com.au](http://www.asportingchance.com.au)

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