



# **Touchdown!: Achieving Your Greatness on the Playing Field of Business (and Life) (paperback)**

*Kevin Elko*

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"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."

**--Nick Saban, Former Head Coach, LSU, National Football Champions; current Head Coach, University of Alabama Crimson Tide**

"If I had one choice for someone to work with my firm, I would pick Kevin Elko. He has a unique way to touch people to become the kind of person they were meant to be. When I need a plan for growth, Kevin is my first call."

**--Andy Kalbaugh, CEO, Mutual Services (LPL Financial)**

"Dr. Elko taught me 'You have to dream it to achieve it' and that before championships and pro bowls happen, in your mind they have already occurred. From the moment I learned it I have not only played that way, I have led that way."

**--Ed Reed, All Pro Safety, Baltimore Ravens**

What's your vision? What's your passion? What do you want most? This book will help you find it, focus on it, and transform it into reality.

Dr. Kevin Elko has spent 20+ years helping people do precisely that: Super Bowl and NCAA Champion athletes and coaches...winning salespeople and corporate executives...audiences who've responded with hundreds of standing ovations. His techniques and insights don't just supercharge performance...they change lives. Now, he's brought them all together in a single boo--and it may be the greatest motivational book ever written. Elko's lessons helped the University of Miami build its national championship football team...led Nick Saban to make Elko his team's only performance consultant...helped NFL all-time leading rusher Emmitt Smith stay relentlessly focused in the face of any challenge. They got what they wanted. Whatever you want, Elko's message can help you get it, too!

- Build your success brick by brick...until it happens, all of a sudden!
- Seize your season, and become fully alive.
- Gain the certain knowledge that your vision will come true.
- Put aside distractions, identify the price of your vision, and go for it.
- Don't just claim your success: enjoy it!

## **From America's #1 Sports Performance Consultant**

Breakthrough success happens first in your mind, and then in the world. In this book, Dr. Kevin Elko shows how to build your success one brick at a time...so when it happens, it happens huge. As America's #1 performance consultant, Elko knows more about preparing for success than anyone. In this book, he shares everything he's learned working with legendary athletes such as Emmitt Smith, championship coaches like Nick Saban, and thousands of the world's top businesspeople. If you're good, he'll make you great. If you're great, he'll make you the best. It's *your* turn. It's *your* time. Learn what it takes. Do what it takes. Get this

book, and make it happen.

Forewords by **Butch Davis** and **Jon Dorenbos**

Preface by **Stewart Emery**

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