

# Blitz Your Life

Stories From an NFL and ALS Warrior

By Tim Shaw, with Richard Sowienski

Foreword by Matt Hasselbeck

## THE BOOK

If you've ever dreamed of something more in life, this book is for you. *Blitz Your Life* is a collection of reflections and challenges from a former NFL linebacker who is living life fearlessly.

These powerful stories range from Tim's time on the football field to the radically different life and goals that resulted from his diagnosis with ALS in 2014. Tim also shares stories of ordinary people who have faced everyday challenges and accomplished extraordinary things. Through his "whiteboard challenges," he provides practical help takes readers on a road to success. From his NFL days to his support of ALS awareness, this fighter's message is a courageous call to find and enjoy a life with purpose.

## THE PLAN

- Launch event on New Year's Day, Titans vs. Texans game
- Full promotional support from the Titans franchise
- Coordinated promotions with the national ALS Association
- Targeted PR campaign to regional and national media
- Select Book-signing events
- Social media ad campaign and promotions to Tim's fanbase

## THE AUTHORS

Former linebacker Tim Shaw's seven years in the NFL included seasons with the Carolina Panthers, Jacksonville Jaguars, the Chicago Bears, and the Tennessee Titans. A graduate of Penn State, he also holds an MBA from George Washington University. Now an entrepreneur, Tim is a frequent speaker and supporter of ALS awareness. *Blitz Your Life* is his first book.

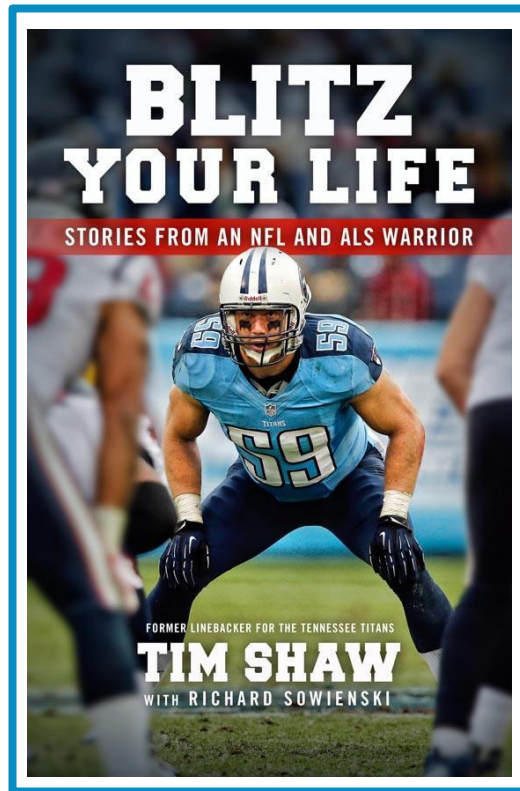
Richard Sowienski is associate professor at Belmont University and directs the first undergraduate Publishing Program in the U.S. He's held a variety of writing and editorial jobs, working for *Better Homes & Gardens*, *Raising Teens*, *Country America*, *Successful Farming*, and *The Missouri Review*. He and his wife Rola call Nashville home.

## THE COMPS

978-0385349161  
978-1476754802  
978-0062082404

*Driven*  
*It's Good to Be Gronk*  
*War Room*

Donald Driver  
Rob Gronkowski  
Michael Holley



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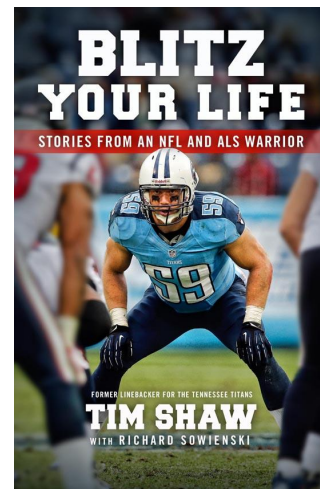
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# LAUNCH HIGHLIGHTS

## BLITZ YOUR LIFE: Stories from an NFL and ALS Warrior

LAUNCH DATE: JANUARY 3, 2017



### KEY MARKETING TACTICS & PUBLICITY EVENTS:

- Local and National Media Campaign--print, broadcast, and online--special targeting of morning talk and sports media
- Significant Titans promotions--broadcast, online, and Game Day on New Year's Day game against the Texans. Feature story distribution to media outlets, broadcast interviews on multiple Titans shows
- National ALS Association support with feature story and outreach on book
- Speaking/signing event at Shaw's 7,000 member Cross Point Church
- Extensive Influencer and Endorsement Campaign
- Online advertising and marketing to Tim's 4,000+ engaged Facebook Fans
- Multiple other bookstore and organizational speaking and signing events



### TO ORDER:

Blitz Your Life is available in the book industry trade via Ingram and direct via Entermarket. For special sales opportunities, please inquire to [info@dexteritycollective.co](mailto:info@dexteritycollective.co).

### MEDIA INQUIRIES:

Please contact Matt West at Dexterity, [matt.west@dexteritycollective.co](mailto:matt.west@dexteritycollective.co), or 615.351.9327

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**Focus Markets and Audience Segments:**  
Titans Fan  
Markets--TN, KY, AL  
Penn State Fans  
Hometown Michigan region  
Other NFL Markets where Tim played:  
Charlotte,  
Jacksonville, Chicago



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# PRAISE FOR TIM SHAW AND *BLITZ YOUR LIFE*

From the first time you meet Tim Shaw, you know you'll never forget him. It may be his strength of character that impresses you, his sincerity or humility; but whatever it is, he is an inspiration to everyone he meets. He was before and is now—even carrying the extra burden of ALS. His message of hope and becoming all who God created you to be through whatever you face, which he expresses in this book, will lift you to live the life and have the impact in the world you were created to have.

**Mike Mularkey**, head coach, Tennessee Titans

“His message about the disease he is fighting is that it is a gift he has been given – that he has been given a gift of perspective – that you . . . live life the way you are supposed to play football, as if every play could be your last and you should live that way.”

**James Franklin**, coach, Penn State

“From the moment I first met Tim to this very day, Tim has been a living testimony of walking with unwavering integrity through ANY situation. I am blown away by Tim's commitment to live an honorable life committed to Christ while inspiring so many people in his walk.”

**Derrick Morgan**, starting linebacker, Tennessee Titans

"If you want to know how to fight life's battles with hope, compassion and wisdom, read this book! Tim knows better than most what it takes to win on and off the field!"

**Jon Acuff**, New York Times best-selling author

"For as long as I have known him, Tim has been teaching and leading with his life- perseverance, kindness, grit, humor, heart. Tim's book will not only change your perspective on the life you have, but it will challenge you as you plan for the life you want."

**Annie F. Downs**, best-selling author of *Looking For Lovely* and *Let's All Be Brave*

“Having played alongside him with the Titans, I got a chance to see Tim’s passion, dedication, and will to fight to the end. He's a guy with a belief that he can conquer anything and has the faith to actually do it! What's even more admirable is how he continues to carry these qualities throughout his life, despite his current opponent being much tougher than those he faced on the football field.”

**Jason McCourty**, cornerback, Tennessee Titans

