



The Sender: A Story About When Right Words Make All the Difference

Kevin Elko, Bill Beausay

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Sometimes the right words make all the difference

A few months ago he was a high school football coach. Now Charlie Cristo is a cancer patient, battling not only an aggressive disease but also years of bitterness and disappointment. Then anonymous letters start arriving from a source known only as The Sender.

Lift your spirits. Work the process. Help one another. The short, wise counsel in the letters challenged Charlie Cristo to fight the disease ravaging his body and the anger threatening his soul.

What will you do with The Sender's advice?

Based on actual letters sent to Indianapolis Colts head coach Chuck Pagano during his cancer treatment, *The Sender* blends creative storytelling and inspiration to communicate a powerful message of endurance and strength. As you journey along with Charlie, you will uncover profound lessons that challenge you (just as they did Coach Pagano) to live a life serving and loving others no matter what trials you endure.

The Sender will touch your heart and change your life. -- **Andy Andrews**, *New York Times* bestselling author of *The Traveler's Gift* and *The Noticer*

Dr. Kevin Elko has certainly contributed to our success in providing a new twist on focus, attention to detail, team work, and grit which is the blueprint we use at The University of Alabama. **Nick Saban**, Head Football Coach, The University of Alabama

The message in this book can lift a spirit and save a life -- trust me -- for me it has! -- **Chuck Pagano**, Head Coach, Indianapolis Colts

The powerful message in this book is clear. Incredible things happen when we decide to just put one foot in front of the other. And if you look around and don't like where you are, keep moving until you do -- that's grit. -- **John Tyson**, CEO and Chairman, Tyson Foods

Anything Dr. Elko writes is a must read -- if you're committed to being great in the game of life! -- **Cris Carter**, NFL Hall of Fame, ESPN Analyst

Kevin gave me a phrase I used in the 2015 NFC Championship Game: Live the moment. I taught that to the team. They did. -- **Ron Rivera**, Head Coach, Carolina Panthers

Kevin Elko is the best guest in the history of our show. His conversations with us are always compelling and important. You'll love this book. -- **Paul Finebaum**, Host of *The Finebaum Show*, SEC Network, ESPN

This exact message and these letters sent to Coach Pagano are what I listened to as soon as I got my [cancer] diagnosis and started on my journey. -- **Chris Mortensen**, ESPN NFL Analyst

Dr. Kevin Elko shares a unique lens to view life through and a powerful message to grow into. He has a

servant's heart that will make you better personally and professionally. -- **Clint Hurdle**, Manager, Pittsburgh Pirates

Dr. Elko's message on the power of grit had a lot to do with our championship at Florida State -- we teach it over and over. The message in this book will take you higher; it did the 'Noles. -- **Jimbo Fisher**, Head Football Coach, Florida State University

I have been fortunate to know Dr. Elko, both personally and professionally for over 20 years. He is a tremendous mentor and a great resource for advice. -- **Butch Davis**, Head Football Coach, University of Miami, ESPN Game Day Analyst

Dr. Elko has been a blessing in my life. I am a better leader and connector because of his guidance. Dr. Elko knows exactly how to connect and deliver his message! -- **Dave Doren**, Head Football Coach, North Carolina State University

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Ollie Johnson:

As people who live in the particular modest era should be up-date about what going on or data even knowledge to make these individuals keep up with the era that is certainly always change and advance. Some of you maybe can update themselves by looking at books. It is a good choice in your case but the problems coming to you actually is you don't know what type you should start with. This The Sender: A Story About When Right Words Make All the Difference is our recommendation so you keep up with the world. Why, because this book serves what you want and wish in this era.

Omar Lamm:

Reading can called thoughts hangout, why? Because when you find yourself reading a book particularly book entitled The Sender: A Story About When Right Words Make All the Difference your mind will drift away trough every dimension, wandering in each and every aspect that maybe unidentified for but surely can become your mind friends. Imaging just about every word written in a guide then become one form conclusion and explanation this maybe you never get just before. The The Sender: A Story About When Right Words Make All the Difference giving you an additional experience more than blown away your brain but also giving you useful details for your better life within this era. So now let us teach you the relaxing pattern here is your body and mind will be pleased when you are finished reading it, like winning an activity. Do you want to try this extraordinary wasting spare time activity?

John Pace:

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