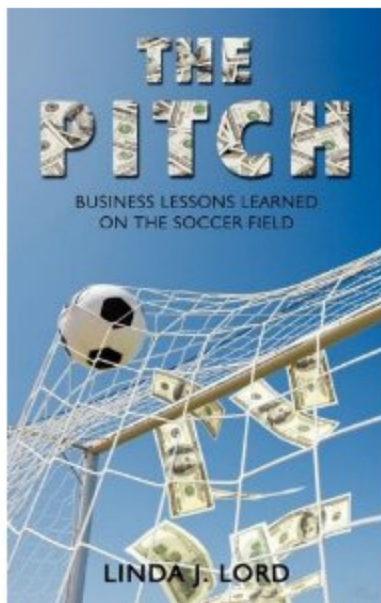




Robin Cain

## The Pitch: Business Lessons Learned on the Soccer Field

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Liz Robertson has an event planning business and it's in trouble. Not only is her business floundering, but her relationship with son, Justin, is heading south in a hurry. She's a single mother spread thin and she can't stay on top of everything. Just when she's nearly beyond the limits of her endurance, she stumbles upon an unlikely business resource - her son's soccer coach. Ready to try anything to salvage her business and her relationship, she decides to apply the lessons she learns from her son's soccer coach.

**"The Pitch: Business Lessons Learned on the Soccer Field"**, by author Linda Lord, is a fast little read at 130 pages, yet reminds the reader of some simple, but often over-looked principles. Referencing the strategies coached in team sports (in this case, soccer), Lord illustrates how to apply them

successfully in business.

With chapters such as, "If You're Going to Play, Sometimes You Get Hit", "Review the Previous Game's Outcome Before the Next Game" and "Develop Both Sides of Your Body", the book follows the events in the main character's life through example and application of the afore-mentioned doctrines. It will speak to any single parent trying to juggle the responsibilities of parenting with those of entrepreneurship.

Ms. Lord's book is available at [Amazon](#), [Barnes & Noble](#), [iUniverse](#) or can be ordered through the following local book stores: [Borders](#) or [Changing Hands](#). Copies may also be located at your local branch of the [Scottsdale library](#).

**"The Pitch: Business Lessons Learned on the Soccer Field"**

130 pages