

FOR IMMEDIATE RELEASE

Contact: Gail Kearns, To Press and Beyond
805-898-2263 or gmkea@aol.com

Request a Review Copy
Author Available for Interview

Chicago Mom Takes on Game of College Recruiting and Wins!

Laurie Richter will give a brief discussion and Q&A of her newly-released book, “Put Me In, Coach: A Parent’s Guide to Winning the Game of College Recruiting” followed by a book signing

Lincolnshire, IL. (February 17, 2009) - What do you do when you realize that your high school son desperately wants to play basketball in college and you can’t find the right kind of information to help you figure out how to make it happen?

You do what any parent would do: you read everything you can, you call as many people you know who are connected, and you network like crazy. You come up with a whole lot of bright ideas and great strategies and then you put it into a book, *Put Me In Coach: A Parent’s Guide to Winning the Game of College Recruiting*, and publish it.

Simple yes? Well not exactly, especially if you are a trained researcher and consummate professional who wants all of it to be just right, in a universe of recruiting that is filled with an old boy’s network of coaches and recruiters.

[Laurie Richter](#) has written the ultimate guidebook that parents can follow. The first thing Laurie learned is that no one is in charge of the recruiting game, and the second thing she learned is that there are a lot of kids who have had coaches trailing after them as early as in 7th grade.

Like many Moms and Dads, Laurie has turned her life upside down more than once for her kids. One day she was cheering from the stands at her son’s high school basketball game and the next day (or so it seemed) she was doing a book signing at Borders and optimizing her page on Amazon. She was a publisher, running a little company of one, and people were asking her a bunch of questions as the authority on college sports recruiting and she had to learn to wear that hat with confidence.

As her son Dylan puts it, “I’m thankful my mom helped me through the recruiting process. And I’m really proud of her for the having the drive to research and write a book to help future players. I ended up at a college I’m happy with, but I know people who aren’t. It was worth all effort we put in to learn about it.”

Laurie and Dylan's story does have a happy ending. Her son is now a freshman at a great college and as of today, his team is 19-1 and headed for the playoffs. A mother's dream.

Meet Laurie Richter:

Sunday, March 1st 3 p.m. Borders 49 S. Waukegan Road Deerfield Illinois 847-559-1999 <i>There will be snacks and a gift card drawing</i>	Tuesday, March 10th 7 p.m. The Book Stall 811 Elm St. Winnetka, Illinois 847-446-8880 <i>There will be snacks and a gift card drawing</i>
---	--

ABOUT LAURIE RICHTER

[Laurie Richter](#) received her B.A. in Psychology from the University of Maryland and went on to get an M.A. and Ph.D. in Educational Psychology from the University of Texas at Austin. A spur-of-the-moment job interview at a national psychology conference introduced her to a career path in market research with Quaker Oats Company, where she stayed for ten years before striking out on her own with Consumer Voice, an agency she owned and operated for the next fourteen years, specializing in focus research with Fortune 100 clients. Laurie, husband Jim, and son Brady live in Lincolnshire, Illinois, a suburb of Chicago.

To learn more about Laurie and her book, visit www.rightfitpress.com

To request a review copy and/or set up an author interview, contact Gail M. Kearns at 898-2263 or e-mail gmkea@aol.com

Title: Put Me In Coach
Price: \$16.95
Format: Trade paperback
Pages: 208
Size: 6 x 9
Pub Date: March 2009
ISBN: 978-0-615-21333-0
Publisher: Right Fit Press
2033 Milwaukee Avenue, Suite 203
Riverwoods, IL 60015

Reviewers: Please send a copy of your article to

Gail M. Kearns, [To Press and Beyond](#)
825 E. Pedregosa St., Santa Barbara, CA 93103
Or email gmkea@aol.com