

Kevin O'Neill's MAXIMUM PROFIT FOOTBALL ANNUAL 2010:

It's a Different Sports Betting World: So The 12th Maximum Profit Football Annual is Unlike Any Other. Changes Are In Store, All Designed To Help Us All Continue To Win in the Most Efficient, Effective, Powerful Manner Possible

This is a different Maximum Profit Football Annual. First of all, it's only going to people with an established relationship with me. So it is pretty much a private report. You haven't heard me on the radio, or seen me do any interviews, or anything of the sort.

As I write this, I have written one, single, solitary post on RealWorldSports.com since April 5th, with that post written on July 14th. Go there, check it out. I haven't done a single radio interview or Q&A with a reporter. And obviously, as always, I haven't had an Interconference NFL Preseason Power Blast of the Year to sell. There was no Baseball Game of the Year (though my baseball guy has turned baseball into another solid winning season).

There has been almost zero content creation. No media, no content commitments. The lone exception was our seminar with Fezzik out in Vegas, which was just tremendous, and focused on a lot of **the processes that will help us win this fall on our late phone service.**

That is only one of a series of changes here at Strategic Sports Publishing. Changes not brought on by poor performance. While last football season wasn't our best, we did win in both college and pros, thanks to 66% college totals, 63% NFL sides, and our usual NFL teaser success (lifetime record: not going to tell you because you wouldn't believe it). But it is simply a commitment to the most important people in our handicapping world, the Strategic Sports Publishing late phone customers.

Now, nothing against you Max readers! I appreciate your business over the years and there's still an option for you here.

The biggest change is a complete lack of interest in generating business out of the blue. Quite honestly, I'm not looking for new customers. You'll notice I've done zero, zilch, zip when it comes to marketing of football this year.

Why? I've got a good, solid customer base of **smart guys who either know, or are capable of learning, a lot about sports betting.** As you know, I don't sell daily picks, weekly packages, or even monthly packages. If you're with me you're in it for the long haul.

This isn't for everybody. Oddly, some guys like the big game hustle. They like jumping from one big play to another, and sampling a hot handicapper right at the time he is due to crash. This is for guys who understand that slow and steady wins this race, that being on the right side of games on a consistent basis is what gets the job done in our world. **The absolute key to what we do is offering vital, thoughtfully analyzed, winning information to our late phone customers.**

So I've made a few changes, and the changes all involve doing a better job for the customers. And the changes can be blended together into the following two items....

1. No media, with that time used instead to do more research for late phone customers.
2. Fewer writeups and articles, with the knowledge that in the time it takes to do a couple of game writeups and write an article, a real juicy, well-hidden, potentially game-deciding tidbit or two can be discovered.

So I'm not talking, and I'm writing less. And the talking I will be doing is not to the media, but to a nice network I've developed over the years. Those of you who have been on my seminars with Fezzik have a **pretty good idea what I'm talking about**. The network is pro bettors, knowledgeable media people, get-a-lifers who spend waaayyy to much time on online sports feeds, beat writers who like to trade information, and some others in the know. Nothing dishonest or shady, just smart people who sometimes have strong insight and get good information.

Spending a much higher percentage of my time reading, researching, and getting deep into things without a thought as to how I'm going to write about it.

Private Club or Bunker Mentality? The new approach is something of a bunker mentality. As little marketing as I've done before, it has always ended when the football season started. You've always seen zero in the way of big games, very little in the way of promotions, etc. There's a solid group of customers that have been developed here over the years, and we're here to provide them with winning information.

One friendly competitor in the handicapping world who is bemused by my refusal to involve myself in selling internet picks (a great way to develop a bunch of dumb, disloyal customers) laughed and said, "it sounds like you're turning from public handicapper to the operator of a private club".

Truthfully, that's not a bad analogy. Maybe it is an underground club, a private group of smart bettors who understand the value of good information.

Just Say No to Radio, Media, etc.: Radio's fun, and it is good for business. But I've turned down all opportunities to do it this year. I'm also not writing any columns, and writing up fewer games. Why? Uncovering information doesn't get done when I'm taking the time to do an interview or writing up a game. An important coaching angle doesn't get discovered.

Handicapper, Not Media Source: When we first started doing this in the 1990's it made sense to be something of a media source. It was tough to find the information that we were able to share. Now there's a ton of information and stats out there. What's lacking is thoughtful analysis and putting it all in the proper perspective. Our focus is now not writing, but finding the little nuggets of information that make for solid plays. We'll find the info, and share it. But not write much about it.

Not Business Growth, Just Winning: I have a completely different business model than any other handicapper. And that attracts a smarter customer. Maybe they've been burned by hype in the past,

but now they understand what's really important. And I've got a solid base of such people, so why look for new customers without the same level of understanding?

More Research Help: I've got more people helping me this fall. These guys love the search for information. Guys who know they'll be rewarded when they give us the key info from a practice field blog report that will move the line 3 points when it hits the media. Internet hounds who love the quest for the first report that an offensive line is down two starters.

Staying Ahead of the Game: Football handicapping is a moving target, you can't sit there and use stuff that worked for you a few years ago without constantly developing new strategies. I have more resources, more contacts, and new strategies. Credit all three of those for our "where did that come from?" 66% college football totals record last year.

Process, Process, Process: Man, I've talked about process a lot. Let's get to some actual football.

Of course you expect these, so here they are.

TEAMS ON THE RISE AND TEAMS IN DECLINE

The only thing we care about: picking winners against the spread. Our focus each and every week is on isolating value-oriented selections that will earn us profits over the season. Now there is much more to football than riding hot teams and consistently going against other teams, but in our offseason work we look for teams that we think will be either more successful or less successful than the general public thinks. Each season we isolate four "go with" teams and four "go against" teams and track them for the season. We have had some notable successes, picking breakout teams that have shocked the world, and big names failures who have shocked in the reverse fashion, by tanking.

Full-Season Value Strategy: 69-47 (59.7%) Last 2 Years: We've had some good success with our full-season value strategy in the eleven previous editions of this annual. In fact, adherents to the strategy have been playing with profits since the first week we implemented it back in 1999. **The strategy is simple. Take our "underrated go with teams" and play them when they are dogs. Take our "overrated go against teams" and play against them when they are favored.** We've found over the years that it is best to combine a well-formed opinion with underdog play. The Full-Season Value Strategy has been quite profitable over the years, and we've been ahead of the curve on the improvement and decline on certain teams. Discounting pushes, this strategy is 69-47 (59.4%) the past two years.

Underrated NFL Team on the Rise:

Oakland Raiders Rising: It seems odd to use the phrase, "Oakland Raiders rising", but this might be an instance of addition by subtraction. The drug allegations against Jamarcus Russell give a hint as to the reason for his listlessness and speaking of listness, Javon Walker is mercifully gone after getting big money for two lousy years. There are some talented young playmakers in TE Zach Miller and RB's Darren McFadden and Michael Bush. If the offensive line can just come close to protecting Jason Campbell (and his backup Bruce Gradkowski will likely see some time), this offense has to be better, doesn't it? Granted it is only the preseason, but offensive coordinator Hue Jackson, an NFL coaching lifer, is getting rave reviews from knowledgeable observers, as well as his players.

While we hope for the offense to be passable, the defense is a different story, there's some real talent there. Richard Seymour still appears to have something left on the line, free agent signee Kimerion Wimbley has the potential to be a pass rushing terror from the outside linebacker position, and Nmandi Asomugha is thrown at so infrequently his side of the field is out of play and his CB mate Chris Johnson was a very solid player last year. Rolondo McClain and LaMarr Houston both figure to bolster the Raiders front seven as early draft picks (no Al Davis inspired track stars this year) and both have looked good so far.

An additional factor here is the lack of interest anyone will have betting the Raiders. They will be a major "hold your nose" team, yet they've got some decent veteran leadership and some promising young talent. Playoff contender? No. But there is more reason to like the Raiders than there has been in a long time, and with it being a contrarian opinion, we have a better chance to benefit from it.

Overrated NFL Team in Decline:

Dallas Cowboys Declining: It's always dangerous when a team thinks they can just turn things on and turn things off. It is especially difficult when the team in question hasn't really accomplished all that much in the first place. The Cowboys have been going through the motions in the preseason, and their first team offense scored only a single TD in their first four preseason games. The Cowboys are getting older, and it has shown in the preseason, as just two games into the exhibition season five starters had gone down with injury. The fact that they included Marc Columbo, Kyle Kosier and Keith Brooking, all in their 30's, shows the lack of youth on a team that hasn't drafted well in recent years. The offensive line does not appear to be a strength and the age issues are particularly in play at that position. You never want to make too much of preseason performance, but the offensive line was lousy both run blocking and pass blocking in August.

Always under an intense spotlight, with media coverage that borders on smothering, the pressure shapes up to be even worse this year. Two game losing streaks in Big D's qualify as civic emergencies and minor issues and throwaway comments become week-long controversies. Their owner has put them under enormous, enormous pressure by talking already about how special it would be for his club to be the first team to play a Super Bowl on their home field. Nobody has ever mistaken Wade Phillips for a big game coach, and is offensive coordinator Jason Garrett truly the "big brain" he's been projected to be?

Saddled with questionable coaching and enormous pressure, the Cowboys are always a spotlight team, and you'll often be getting a little extra line value going against them. No surprise if this is a team that underperforms this season, both straight up and against the pointspread.

Underrated College Teams on the Rise:

Michigan Wolverines Rising: Alright, here's a big contrarian look for you. Everyone hates Michigan. Several times in the past I've gone against Michigan as an overrated outfit heading into the season. I changed course last season, and after a fast start, I was hardly correct by the end of the campaign. In fact, I was wrong, wrong, wrong. But when you see what I wrote, I think things may have just been delayed for a year. Last year my prediction included:

"Rodriguez simply blew up the program to install his system, even though it didn't fit the personnel. That always leads to a step back, which was the case here last fall. 3-9 is simply unheard of for the Maize and Blue, as is losing 5 times as a favorite. Points spread results were even worse, 2-10 against the number. The process was similar when Rodriguez blew up the West Virginia program, taking a bowl club and inflicting his will on route to a 3-8 campaign in his first year there (4-7 against the spread). But in his second year WVU bounced back with a 9-4 mark (including 9-3 against the spread) in 2002. The kids bought into his system, realized how hard they had to work, and the results followed. We'll be looking for a similar pattern at Michigan, where the demands of Rodriguez and his staff were a culture shock in a place where the kids had become a little used to things being done a certain way and the demands on the players weren't what they are at elite programs."

With Denard Robinson looking marvelous in both spring and fall camp, and Tate Forcier capable of filling in nicely, the QB position is well stocked with players who fit the system. And the offensive line is now experienced in the system, which is key here. The defense seems shaky, and yes, I'm concerned about Greg Robinson's lack of success as a college coordinator. But two different personnel group ratings I looked at each had Michigan no worse than 7th in the league at any individual position. So they have mid-level talent on defense, though secondary injuries are a concern. But everyone knows that the strength of this team is the offense, and don't be surprised if this offense really cranks this season.

Key here is that this club is now the hunter, not the hunted. When you hear people talking about the Big Ten this year, you hear Ohio State, Iowa, Wisconsin, and Penn State. There's no thought of Michigan. I think Rich Rodriguez's success as a coordinator at Tulane and Clemson and as a head coach at West Virginia was no accident. He's a good coach. The kids left here have bought into his system or are his recruits, with the negative influences largely eliminated from the program. It gives me pause that they enter the season against a pair of extremely well-coached teams in Connecticut and Notre Dame. And if things start 0-2 it could entirely poison the atmosphere among the petty, spoiled fan base. But it makes sense that Rodriguez has taken some time to get things cranking, and with players that fit his system, I look for the Wolverines to take a big step up this season.

Syracuse Orangemen Rising: Syracuse has been horrific for nearly a decade now. I know, I've suffered through it as an alumnus. But Syracuse is well-positioned for the future and were not as bad as it appeared last season. First let's go back. Syracuse under Greg Robinson was simply a disaster. There's no getting around it. He was hired when it was in vogue to hire guys with NFL backgrounds, and he was the defensive coordinator on back-to-back Broncos Super Bowl teams. When he got fired by the Broncos and the Chiefs he spent a year as co-DC of a massively talented Texas team and then got the job at Syracuse. Uniquely unaware that college football is a regional sport Robinson hired a bunch of grad assistants from Texas because he didn't know anyone else. Recruiting? Abysmal. He tried to institute a West Coast offense which is difficult enough to master, and with college talent that doesn't mesh with it, the results were disastrous. Ever run a 5K? That's what Syracuse was outgained by in the last three years of Robinson's Reign of Error, 3.1 miles, or 5 kilometers.

When Robinson was fired, a few guys were looking at Syracuse as a job hopping opportunity, while others were simply scared away by what a mess it was. But not Doug Marrone. The Syracuse grad calls this his dream job and he left his position as non-playcalling offensive coordinator of the Saints to take on this challenge. He hired a bunch of guys with regional and local ties and has done a great job rebuilding the recruiting pipeline in the Northeast. He also cleared out a bunch of Robinson's players, be they malcontents, untalented or both, which is an unfortunate, but necessary aspect of changing the culture of a college football program.

The results in year 1 though not obvious, but were jarring. Syracuse went from 3-9 (1-6 in conference play) to 4-8 (1-6 in conference play). But the hidden improvement was in the statistical averages, in 2008 The Orangemen were outgained on average 271-414 while last season they were outgained by only 330-337, a net improvement of over 130 yards per game. In the second half of their schedule they held a trio of opponents to less than 200 yards. And they hung around in a lot of games.

Personnel turnover continued in the spring and summer, with many returning offensive linemen leaving. But the offensive line has looked strong in summer camp with a lot of personal coaching from the head man, who will also be calling the plays for an offense that really perked up when he took over the playcalling duties late last season. There will be plenty of better teams in college football, as well as their own conference, but Syracuse come to play ever week. And with horrid trends like being 3-20 as conference road dogs of less than 17 (a Marc Lawrence number) not a lot of people will be looking to support this ugly dog. With a new attitude and an improvement of 135 yards per game last seasons, there may be some value grabbing points with the Orangemen this season.

San Diego State Aztecs Rising: Chuck Long was always a head coach in waiting when he was at Iowa and Oklahoma, but he kept on waiting. He got his chance at San Diego State and things didn't work out for him at all. Last year Brady Hoke took over and brought in an impressive veteran staff, including Al Borges (numerous resume items includes being Auburn's undefeated season offensive coordinator before Tuberville threw him under the bus) and Rocky Long, successful as New Mexico's head coach, heading up the defense.

Long knows the MWC like the back of his hand, so it was no surprise that a better defense keyed the Aztecs improvement. This team went from an average score of 19-37 on yardage of 312-461 in 2008 to an average score of 23-31 on yardage of 342-382 last season. The biggest improvement was a run defense that went from giving up 5.1 yards per rush to only 3.9. Yet SDSU only improved from 2-10 to 4-8, so the improvement was largely masked. QB Ryan Lindley passed for over 3,000 yards last season and WR Vincent Brown is one of the most effective receivers in college ball, while the lines are due to have fewer injuries than they've had in the past few years. Aztecs were -10 in turnovers last year, which should improve this season. Hoke has assembled a veteran staff (six of his assistants, including new WR Coach Brian Sipe of Cleveland Browns fame graduated from college before Hoke ('82 Ball State) did. That may not be great for recruiting but this is a crew that knows their x's and o's and have coached a few guys up in their time.

Overrated College Teams in Decline:

East Carolina Pirates Declining: What a run the East Carolina Pirates have had the past few years. Winners of 2 of the past 3 Conference USA championships they achieved their success by being the premier defense in a league where few others can get stops. They didn't dominate people, they just made the plays when they had to. The past three years the net yardage numbers were -19 yards per game, +6 yards per game, and -46 yards per game. Killer turnover ratios (plus double-digits in 2 of the last 3 years) and the top red zone defense in all of college football last year helped them overcome other statistical weaknesses, but now they have a different staff and only 2 returning starters. New coach Ruffin McNeill has a defensive mindset (Texas Tech DC) but the personnel are lacking here. The defense has been the guts of the team and the guts have been torn out. I do hope that Dustin Lineback becomes a success, simply because, as a linebacker he may have the best name in college football. But there is no proof that ironic monikers lead to on-field success.

Offensively they go to the Mike Leach-style spread from a much more conservative approach. It looks like Dominique Davis will be the starting QB here and when he was turning in mediocre performances at Boston College before transferring out to a junior college he hardly looked like a guy you would want to put in a spread. And answer this question, what were you doing in 2006? The new ECU offensive coordinator was a senior in college. Yes, this entire new system is being implemented by a 26 year old offensive coordinator, and while Lincoln Riley may be a coaching prodigy, changing to a spread is never painless, and there will likely be both a learning curve both on the field and in the coaching booth.

My old "Sayonara Strategy" is also in play here. You may recall (or you may not) that this suggests that when a coach leaves for greener pastures, not being forced out but leaving for a better situation, a team is usually situated for a fall. The coach knows when to say goodbye. And Skip Holtz' exit just happens to coincide with massive personnel losses for the Pirates, including 3 NFL draft picks in a conference that only saw 6 guys drafted overall. ECU has really made a name for themselves in recent years and the return of coach McNeill to his alma mater is the kind of story you root for. But with the strength of the team decimated by graduation and a switch to a new offensive system, it is hard to see this team not taking a significant step back this season.

Tennessee Volunteers Declining: In the past 20 months a lot has happened in Knoxville. Tennessee came off a lousy 2008 season riddled with controversy when Phil Fulmer complained about being wronged as he took his 7-figure settlement home to the farm. Then they brought in the energetic Lane Kiffin who, to put it mildly, stirred things up before blowing out of town for the USC job. Derek Dooley, who had already learned a great deal at the knee of his father, legendary Georgia coach Vince, went on to rebuild the Louisiana Tech program. In between, he was both an attorney and an assistant for Nick Saban. Those in coaching say that he may be the most like Saban of anyone in Saban's expanding coaching tree. After getting burned by the West Coast interloper, Dooley was a safe call for Tennessee. And he'll do a good job here eventually, but 2010 hardly shapes up as the year of the Vol. There's some talent here, but it's young, and not exactly stable, as Kiffin and maniacal recruiter Ed Orgeron pulled in a bunch of talented youngsters of questionable character. The offensive line has all new starters across the board, and very little time spent by those starters in any kind of rotation whatsoever. Offensive coordinator Jim Chaney sticks around for his second season, but in addition to the line, there are replacements necessary for QB Jonathan Crompton (much better than expected, earning draftee status with 2800 passing yards and a 27 TD/13 INT ratio last year) and RB Montario Hardesty (2nd round draft pick).

On defense there are 6 returning starters and Justin Wilcox has been brought in from Boise State to run things. Those are both good things, but to be in a different defensive system for the third consecutive year and be without safety Eric Berry and defensive coordinator Monte Kiffin, both of whom were as good as it gets, is obviously a problem.

Obviously this team had a lot of tumult in the offseason, as the coaching change led to some player/recruiting defections and the celebrated barroom brawl in the spring was hardly a good off-field start to Dooley's tenure. You may be surprised to learn that the Vols are 29-21 against the pointspread since 2005 and are on a 19-12-2 spread in conference play. Or you may not be surprised if you know that the Vols had 6 players drafted in the first 168 picks in April. But with the change in defensive systems, the green offensive line, no obvious replacement at QB, and the overall tumult, it shapes up to be a touch season in Knoxville for a program whose name and reputation may keep their level of marketplace respect at a place it doesn't really belong.

Oklahoma State Cowboys Declining: Oklahoma State loses an absolute ton of talent going into this season. Zac Robinson was their career passing leader, though he admittedly didn't have a great year last season and with Russell Okung (5th pick in the first round) gone their offensive line is inexperienced, with only one returning starter. Obviously Dez Bryant isn't as big a loss, as he missed most of last year, but there has simply been a drain of talent. Equally important, the Cowboys are going with a new offensive system, importing former Texas Tech (under Mike Leach) and Houston (under Kevin Sumlin) offensive coordinator Dana Holgorsen, who runs a brand of spread offense that can be difficult to transition to. After notching more rushing yards than passing yards last year, there's no surprise if they take a big step back.

Coach Mike Gundy sees a benefit to the offensive system change in "the number of players that fit the style of play that we're able to run with that offense is much greater than it is in the traditional-style offense that we had run here in the past. It gives us more players to recruit, which obviously gives you a better chance to get the players you want to have on your team." That's a quote that bodes well for the future, but doesn't it also mean this season's players don't fit the new offense?

On defense this team is well-coached, but they return only three starters and have only a single one of their 7 top tacklers are back, which happens when you lose three senior starters at linebacker. Bill Young helped this unit

improve last season but that was a veteran group and this is an area where the club lacks seasoning this season, with numerous freshman expected to play. That's good for developing depth and experience for the future, but not so good this year. While I'm concerned that the massive amount of Boone Pickens money thrown into this program might have the talent at a level higher than people realize, the offensive system change and personnel losses may make this a difficult season in Stillwater.

So there are your "go with" and "go against" clubs. Hopefully we'll do well with the "Full Season Value Strategy as a base.

So, what do we do in the Annual now? Hmmmm. Usually we.....

Break out the testimonials: In the past I'd break out my file folders of customer letters, emails, radio and news media testimonials, success stories, etc. But you guys have all been around. You've been customers, or bought a book, or done something to indicate that you want to follow what we do. You know our content is good. You know that there are a lot of real people, real smart sports bettors, who say a lot of good things about us. So I'm not going to do that.

Show some sample writeups from the past. You guys have seen them. You know that work goes into this stuff. You know that the Max had a big winning year last year. So I'm not going to do that.

Play Santa Claus with a list of free bonuses and content: That has worked well in the past, and it helps people out. Frequently I'll even hear from people who want to buy a back copy of some report from 1999 or 2003, or whenever. Yeah, they did have some value. But I'm not creating free bonuses. Too time consuming. The focus is on winning for our late phone customers, not writing up stuff.

So I just wanted to make clear, once more why this is a different looking annual and where the focus lies.

So What Exactly Can We Do For You? Here are our service offerings:

Late Phone Selection Service: This is where our focus lies, and where we strive to deliver the goods. You're aware of our 56% college mark the past seven years, several very solid NFL winning years sprinkled in there, and the ridiculous NFL teaser record. You probably know that you'll get some games that put you in a really nice position before the line moves. You'll have a toll free number to call in on for recorded updates and we'll alert you electronically when big things are happening.

This is the service with the exact games I'm playing, as I play them. It is the service where you get all the hard work. All the contacts. All the research. All week long of analyzing, researching, and drawing from our successful experience. It is the service where you truly benefit from the outsourced research (it's time consuming to read the number of beat writer blogs, RSS feeds, and Twitter posts required) that provides me with exclusive reports, and again, the contacts.

Call times are 6PM EDT on Friday nights for Saturday college football. 8AM EDT on Sunday mornings for NFL. 3PM EDT on Mondays/Thursdays and other weeknight game days. Additionally, you'll be alerted when something time sensitive is happening electronically.

These are the exact same plays that we've built our documented records on (though unfortunately The Sports Monitor doesn't monitor first halves, money lines, and teasers). There are no "big plays" or

additional extras to buy. It is all of my top stuff, including sides, totals, NFL teasers, and some first half and money line plays sprinkled in. **Best of all, you'll get it discounted from \$1495 down to \$995 through the Super Bowl.** That's less than the difference between winning and losing a couple of \$275 to win \$250 bets. Fair Enough?

Max Reports: The Max as you've known it is changing. There's no longer a Monday night or Tuesday morning deadline. Instead, you'll get reports throughout the week, probably the bulk of the information in the Tuesday through Thursday timeframe. It won't all be delivered together. Instead as stuff is ready it'll be emailed to you. You'll likely get 3 or so reports each week that will be labeled "Max Report" that will contain information and writeups as they become available.

You'll get 3 college and 3 NFL selections each week. 1 college and 1 NFL writeup from me, 1 college and 1 NFL writeup from technical handicapping guru Dave Fobare, and 1 college and 1 NFL writeup from hard working young handicapper/researcher Matty Baiungo. Our esteemed colleague Erik Scheponik has moved to things outside of the handicapping world and he won't be actively involved.

Additionally you'll get additional content as we see fit, but it won't be the same features every week. This is **free to late telephone service subscribers**, and discounted down to a mere \$99 to everyone else. With the focus on the late phone service subscribers the price for the Max is less than it has been in the past, as you'll be getting less content than you have in the past.

Call to subscribe to the late phone service, or even just the Max. The number is **1-888-559-0551**. Why do I now have a toll free number? I mostly work from my real office but do sometimes work from a home office, the call forwarding on the toll free number gives you more of a chance to get me. If you'd rather call the old number, 770-649-1078, go ahead, but I'm more likely to be tracked down on **1-888-559-0551**.

- So you can call **1-888-559-0551** and sign up with a credit card.
- Or you can fax your order with credit card instructions to 1-770-234-5051
- Or you can email kevino@bellsouth.net (same old email address)
- Or you can mail a check or money order to Strategic Sports Publishing, 8343 Roswell Road, #325, Atlanta, Georgia 30350

Thanks for your interest. And do consider the late phone service option. There are a lot of good contacts, hard work, original research, and long-time documented results. And we've eliminated a lot of content-creating distractions and expect to do well. You'll benefit from every scrap of our hard work on the late phone service.

Thanks again, call **1-888-559-0551** to sign up for our late phone service.

All the best,

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Kevin O'Neill