

The Hockey Advocate Presents:

The Essential Guide: 15 Topics You need to Know If you Want to Play NCAA Hockey

As I have been developing this guide over the past year, there have been a lot of common questions and concerns that have arisen! So far, four of the top questions/concerns are:

QUESTION: How long is the Guide! Is it as long as War and Peace? Will I need a doctorate and six months to understand it?

SHORT ANSWER: No! It is designed to cut to the core of what you need to know. Much like our Hockey Advocate Newsletter, I've done my best to be concise and present things in black and white. I started out with a 150+ manuscript on all things minor and junior hockey but quickly decided to focus on one issue at a time. In the end I came up with a 28 page Essential Guide that covered 15 Important Topics.

CONCERN: I'm NOT an Elite Player, Why waste my time and money on this Guide?

SHORT ANSWER: While this publication can and would benefit an "Elite" Player, it is designed specifically for the everyday player who hopes to explore educational options beyond Junior Hockey! There are so many things that players and parents just do not know. In fact, this guide will not only help you to take advantage of every opportunity but it will help create new opportunities for your career.

CONCERN: I'm going to the WHL 100%, Why waste my time?

SHORT ANSWER: I'm not a proponent of the NCAA over the WHL/OHL, even if it sometimes seems like it. I am an Advocate of EDUCATION and knowing your options. The fact is, most players make critical life decisions on their hockey future without really knowing what their real options are let alone how to go about asking the correct questions. This Guide is a great step to educate you on your potential opportunities so that you can make an informed decision that won't leave you with regrets in the future.

CONCERN: Why buy a Guide when we can read your articles for FREE!

SHORT ANSWER: While I have tried to pull no punches in my articles to date and give in-depth answers, each topic is so vast that I could publish my 150+ page book and still have things to tell you about! The Newsletter is just a starting point for you to begin asking your own questions about your son's career, the guide gives you a solid foundation so that you can confidently move forward on your hockey journey!

QUESTION: How much does it cost?

SHORT ANSWER: The first printing of 500 copies is going to sell for \$20 plus taxes, shipping and handling. Before I begin my marketing campaign in both print (The Hockey News & Hockey Now) and online formats I have put aside enough copies for my readers at a reduced cost! My direct general Hockey Advocate readers will get it for a \$20 flat rate! They will not have to pay for any shipping and handling charges nor taxes! My Advocate Subscribers will get that discount and an ADDITIONAL 20% off as a bonus for the first run!

Of course, the "short answers" above are just that – short answers. I will be happy to answer any other questions/concerns that you may have. Please send me any additional questions you may have!