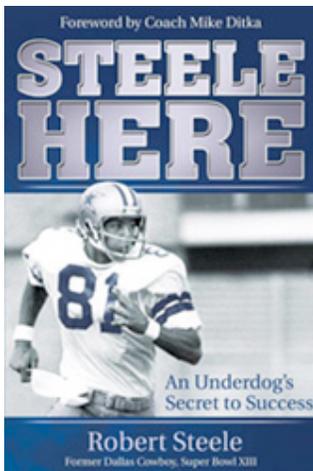


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**Former Cowboys Receiver Pens Success Management-Personal Growth Book  
*Steele Here: An Underdog's Secret to Success***

**Dallas, Texas (September 27, 2011)** — In an era when overpaid, unappreciative athletes is too often the norm, a story about achievement and tenacity in the face of adversity by a one-time NFL player is a welcome breath of fresh air. ***Steele Here: an Underdog's Secret to Success*** by former Dallas Cowboys wide receiver and former Georgia state legislator Robert Steele is an autobiographical account of a chronic underdog who used dedication and determination to realize his dream of becoming a professional football player, and how that journey prepared him for a successful career as an entrepreneur and business-development expert.



With a foreword by NFL Hall of Fame player and Super Bowl-winning coach Mike Ditka, the work includes quotes from former Cowboys players and coaches including Roger Staubach, Drew Pearson, Dan Reeves, Cornell Green and Bruce Huther as well as former VP of Player Personnel Gil Brandt.

“Making the forty-five-man roster for America’s Team was an ‘overnight success’ story more than fifteen years in the making,” said Steele, “a story of intense preparation, months of sacrifice, dedication, and commitment to the goal — and always, the will to never give in. I’m hoping that my story of America’s Team will change the way you view yourself, the goals you set, and what you expect from your life.”

The 264-page book describes the dynamics of trying to make the World Champion Dallas Cowboys in 1978 as an undrafted free agent from a Division II school, and how Steele beat the odds one sports writer called “a million-to-one”. Steele was the only free agent to make the roster from a field of 80 in training camp that summer.

More importantly, ***Steele Here*** is a “how to” book for anyone in any field about setting and achieving goals by adhering to commitment and an unyielding work ethic. It includes examples of how he transcended a series of career challenges by applying positive

self-talk and powerful tenets that he extrapolated from introspection and conversations with his family, friends, coaches and colleagues.

“Everybody in business and life needs a kick in the pants when the obstacles seem too big, the mountain too high to climb,” said Tobin Smith of *FOX News*. “***Steele Here*** reminded me of what separates the doers in life from the talkers and posers — grit and unwillingness to accept failure as an option. Read Robert’s story and you will forget the excuses and get to the next level ... wherever or whatever the next level is in your life.”

“Steele, like many players,” said Ditka, “had the unique advantage not only of seeing Coach Landry’s pioneering coaching approach really bear fruit, but of playing with some incredible football legends. He did more than just play, watch and observe. Over the years, he’s taken time to put the lessons from Tom Landry down for others to read and appreciate, and now he has collected those lessons in his first book, ***Steele Here***.”

The hardcover edition of ***Steele Here*** (ISBN 978-1-61254-010-8) was published August 12, 2011; an earlier version (ISBN 978-1-59581-616-0) was published as a paperback in January 2011. Published and distributed by Brown Books, Dallas, Texas, ***Steele Here*** is available at all Dallas Cowboys Pro Shops and [www.amazon.com](http://www.amazon.com).

***About the author***

Robert Steele is a former wide receiver for the Dallas Cowboys and a participant in Super Bowl XIII. He is currently associated with a handful of firms that provide sales, marketing and business development consultation in the healthcare, insurance, employee benefits, and financial services industries: founder of Empowhr, CEO of TheEnterpriseZone, and senior vice president of Healthcare Insight. Steele served in the Georgia House of Representatives, and is working on his second book about his days with the Cowboys. A private pilot, avid golfer and entrepreneur, he enjoys speaking to youth groups, sales groups, and executives on a variety of business, sales and motivational topics.



***Press copies of the book are available via [joe@jagpublicrelations.com](mailto:joe@jagpublicrelations.com) or 707.795.9400.***

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