

# 10-Second PEP TALKS

Humor, Help & Hope  
You Won't Find On  
Motivational Posters



SPORTS ♦ BUSINESS ♦ LIFE  
*#9 in the Series*

*My Favorite Teacher Broke My Nose—Twice!*



*The Game Within the Game—  
Adversity Is a Surprisingly Good Teacher*

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# The “It” Factor

*10-Second Pep Talk*



You have to love the *process*. That’s what separates those who excel in any activity. Winners are winners because they love what they do. They don’t let the score define them.

— *Jerry Hocutt*

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# Bet I Can Make You Laugh

*10-Second Pep Talk*

When it's all over and God says, "What did you do?"



"I made people laugh."

"Get in that real short line over there."

— *Bob Newhart on how he wanted to be remembered*

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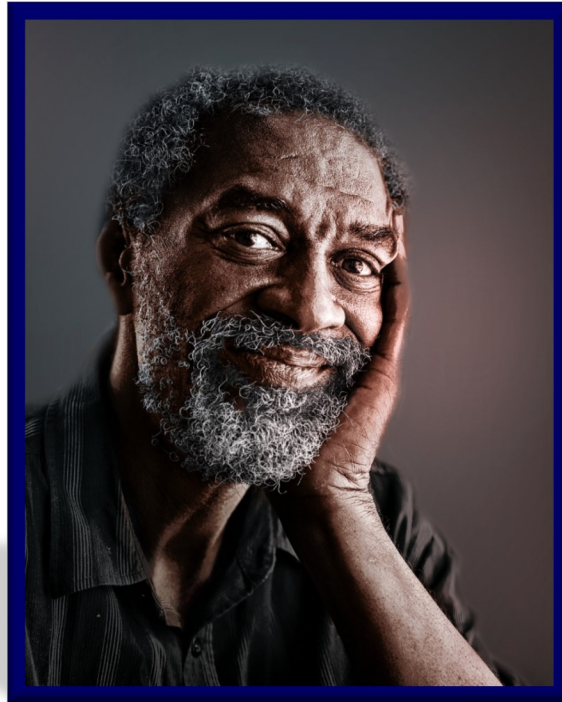


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# HumorHelpHope

*10-Second Pep Talk*



It's how we connect.

— *Jerry Hocutt*

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# Not Goofing Around

*10-Second Pep Talk*



The market will pay you better to entertain than to educate.  
Case in point: World Book Encyclopedia has difficulty delivering  
the same stellar returns that the Disney Company achieves.

— *Warren Buffet*

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# SEAL Team 6

*10-Second Pep Talk*



Every coach, boss, and military commander wants their own SEAL Team 6: A team of believers.

*— Jerry Hocutt*

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# You Know You Can Do Better

*10-Second Pep Talk*

"Is this the best piece you've ever written?"



"No."

"Then keep working on it until it is."

— *SNL producer Lorne Michaels to writer  
Al Franken*

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# It's Why You Are Where You Are

*10-Second Pep Talk*



Fear is what gets us where we are today.

— *Seth Meyers saying he wouldn't go back twenty years and give himself different advice because he wouldn't be where he is today*

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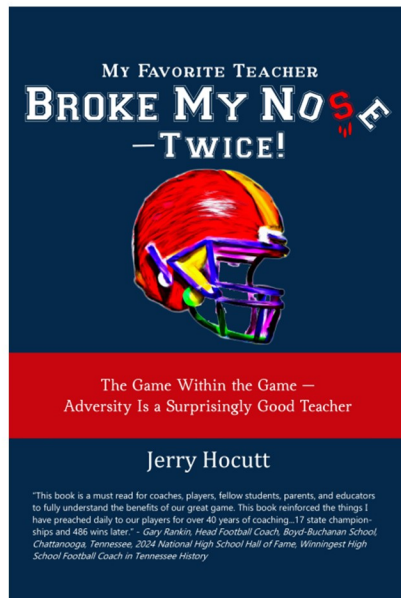
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# My Favorite Teacher Broke My Nose — Twice!

The Game Within the Game —  
Adversity Is a Surprisingly Good Teacher



Through humor, great stories and quotes Jerry has created a book that helps me reflect why I went into the education and coaching profession 40 years ago. — **Ken Potter**, *Jesuit High School, Portland, OR, 4 state championships, **winningest high school football coach in Oregon history***

This book is a must read for coaches, players, fellow students, parents, and educators. — **Gary Rankin**, *Boyd-Buchanan School, Chattanooga, TN, 40 years coaching with 17 state championships, **winningest high school football coach in Tennessee history***

Outstanding book with tons of stuff related to learning, character development and doing things the right way. — **Jim Roth**, *Southern Columbia High School, Catawissa, PA, 40 years head coach, 14 state titles, **Pennsylvania's all-time winningest high school football coach***

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