

# AGGRESSIVELY HUMAN

STEVE WRIGHT

WITH LIZZY WRIGHT

## SALES HANDLE

*Aggressively Human* explores the instincts that guided Steve Wright's trajectory as a professional athlete, entrepreneur, *Survivor* castmate, and spiritual seeker. Using humor and entertaining life experiences, he examines aggression and empathy suggesting they must coexist to achieve healthy masculinity and, more universally, one's humanity. He aims to inspire others to embrace their kindness and compassion as a complement, not a challenge, to other primal instincts. This book is for sports fans, pop culture audiences, and parents interested in a fun-loving and wild expose about becoming your best self.

## DESCRIPTION

*Could Steve Wright navigate the uneasy intersection between aggression and empathy without losing himself? The answer to this question determined the course of his NFL career and his life.*

Steve spent over a decade taping his knuckles and preparing for battle with the Cowboys, Colts, and Raiders. But his journey didn't begin or end there.

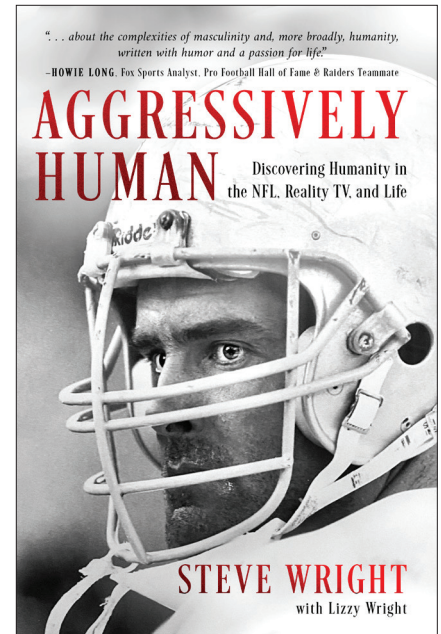
In a world where masculinity is a moving target, *Aggressively Human* exposes a deeply personal quest to become a healthy, well-adjusted man and fully realized human being. Steve's experiences as a professional athlete, entrepreneur, reality television contestant, and spiritual seeker deliver an entertaining trial-and-error guide. It will take you into spaces no camera can go and bring you out in stitches.

## KEY SELLING POINTS

- The author is a public figure with a broad fan base as an NFL athlete, *Survivor* contestant, and successful entrepreneur.
- Releases during the NFL season with a football audience of over 143M who are eager for field and locker room insights.
- Endorsements from top NFL athletes include Howie Long, Marcus Allen, Tony Dorsett, and Eric Dickerson.
- Published during the fall airing of *Survivor*. With 44 seasons and an average of 6-8M loyal fans per week, a cult-like following wants to hear from former contestants.
- Appeals to the vast network of youth sports organizers, coaches, mentors, and parents of young athletes by addressing early involvement in sports.
- Accompanies a cultural flashpoint about masculinity and what it means to be a well-adjusted man as society evolves its understanding of gender and individual differences.

## MARKETING

- *Aggressively Human* will be promoted on author's website & through blogging @wrightauthor.com.
- Authors will cultivate social media relationships, including 5,200 Facebook followers, Instagram and Threads. Social media promotion will continue through vast influencer and endorsement list.
- An extensive email marketing campaign will be sent using author's extensive contact lists.
- The author will promote at NFL games, including the Super Bowl. Networking will expand to fan groups and NFL alumni organizations.
- Talks, book signings, media interviews, and podcasts will occur in key markets, including Los Angeles, Las Vegas, Dallas, Indianapolis, and Minneapolis.
- The author will submit op-eds linked to national events/media interest, including football injuries, CTE, domestic abuse, and the business of professional sports.



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**EBOOK: \$7.99, 979-8-88824-157-8**

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**BIOGRAPHY & AUTOBIOGRAPHY / Sports**

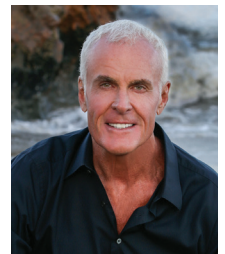
## AUDIENCE

- Football Fans
- Sports Memoir Readers
- Reality TV Fans
- Avid Surfers
- Parents
- Coaches
- Mentors
- Young Adults

## AUTHOR BIO

Steve Wright enjoyed an eleven-year professional football career with the Cowboys, Colts, and Raiders. Driven by his entrepreneurial instincts, he created an innovative misting company, Cloudburst, that cooled professional athletes, the US military, NASA, and the 1996 Atlanta Summer Olympics. His motto to leave people, places, and things better than he found them led to his work on behalf of Global Giving, providing gently used sports equipment to over million children across thirty-five countries and counting.

Forever a lover of adventure, Steve joined reality television for thirty-one days of starvation where he embraced the jungle of Nicaragua and emerged more passionate about life. His journey of continuous growth includes an unparalleled enthusiasm for physical and mental fitness, which he practices and shares with his community in Malibu, California.



# EARLY PRAISE FOR *AGGRESSIVELY HUMAN*

**"*Aggressively Human* is about more than a man. It's about the complexities of masculinity and, more broadly, humanity, written with humor and a passion for life."**

—HOWIE LONG, Fox Sports Analyst, Pro Football Hall of Fame & Raiders Teammate

**"Steve is so much more than a football player. He's a student of life."**

—MARCUS ALLEN, Pro Football Hall of Fame & Raiders Teammate

**"Steve battled great odds and never gave up. He was a true teammate."**

—TONY DORSETT, NFL Hall of Fame & Cowboy Teammate

**"A compelling read about the evolution of a man who confronted challenges and came out the other side."**

—NEIL STRAUSS, Ten-Time *New York Times* Best-Selling Author

**"I read *Aggressively Human* as a senator, a feminist, and a football fan. Steve takes us out of the stands and plunges us deep into how young boys learn to become fearless combatants, often at the cost of their own humanity. It's a bold, and sometimes brutal account of what it takes to survive and thrive."**

—GLORIA ROMERO, Former California Senate Majority Leader

**"Ride shotgun with Steve as he keeps it real."**

—ERIC DICKERSON, Pro Football Hall of Fame & Raiders Teammate

**"To call Steve a peaceful warrior would not be too far a stretch. *Aggressively Human* is refreshingly authentic."**

—DR. RONALD STOLBERG, Former Psychologist for *Survivor*

**"A brutally honest, unflinching self-portrait of a man who must reconcile his killer instinct in pro football, TV's most famous reality competition show, and the cutthroat business world with his innate kindness. Steve Wright offers a heartfelt lesson for anyone who is interested in living a better, more compassionate life."**

—ANN YIH JOHNSON, Former CBS News Executive

**"*Aggressively Human* is the perfect title for a book so full of passionate punch and honest heart."**

—RANDALL WALLACE, Writer of *Braveheart*

**"*Aggressively Human* is a humorous, self-deprecating look behind the scenes of professional football and into the soul of a 'just win, baby' competitor. Don't let his good looks fool you!"**

—DR. ROB HUIZENGA, Former Physician for Raiders & *Biggest Loser*

**"Steve rose to the occasion and beyond, as does *Aggressively Human*."**

—HARRY PIERCE, Former President of The Home Depot

**"This gentle giant offers up a fun-loving journey along with deep revelations about living fully and uncovering your best self. He brings us inside the NFL where we would otherwise not have access to go. What a treat to be in the room where it happened!"**

—JOHN C. MCGINLEY, Actor: *Platoon*, *Scrubs*