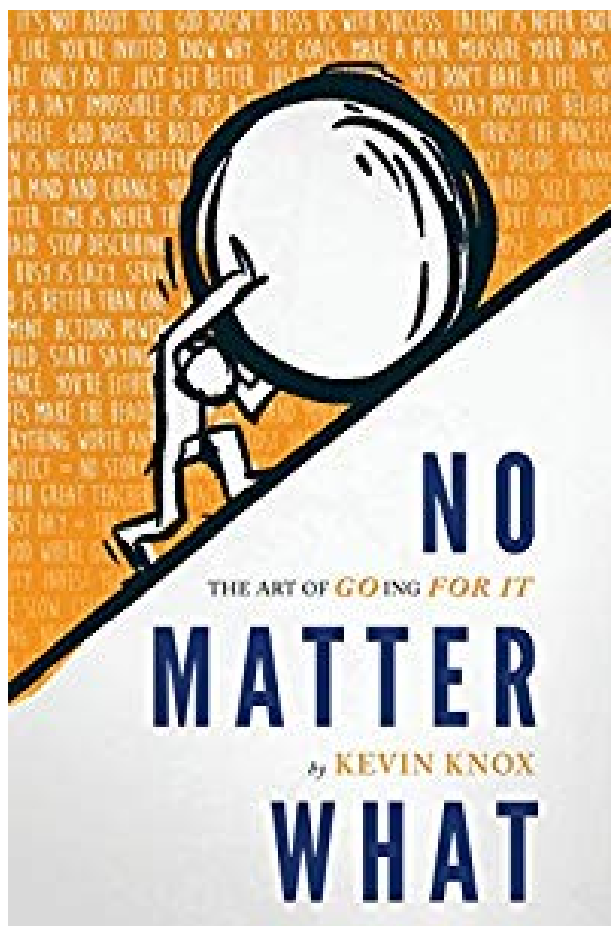


No Matter What: The Art of Going for It



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"What's more important: talent or character? I'm convinced the people with the most talent in the world mostly go unnoticed. We only know the ones who work hard and persevere. The fact is, we don't need more talent, we need more wisdom—more courage. And although these virtues can be difficult to find on our own, they're easily discovered when we listen to those who've gone before us. No Matter What is a collection of writings meant to encourage you to reach out for the person you could become, to live your life with wisdom and courage. The book highlights the ten most important conversations of Kevin Knox's work with student-athletes over the last decade. These themes include Identity, Purpose, Mindset, Excuses, Others, Commitment, Adversity, Boundaries, Fear, and Hope. Each chapter of No Matter What gains its inspiration from a proverb of Scripture and a real-life conversation with an athlete or coach. Whether you're in athletics, the arts, business, or just an ordinary person hoping to do something meaningful with today, this book is for you. With humility and prayer, the author hopes you do one thing after reading this book: you go for it, whatever it may be for you."