

SCRATCH GOLFER

ABOUT THE BOOK

MEET WEB DANIELS, middle-aged, middle management and middling golfer, a guy who used to break ninety but hasn't seen anything under that in three months.

Along with his golf game, his job seems to be headed south as well, with the arrival of rival Richards Thomas III, the handsome, tanned and soulless new business specialist at Web's place of toil, Hey/Biggs/Pender Advertising.

Richards has the inside track to land Ichi-Ban Golf's account in North America. More than that, he has weaponry needed to make Web's life a living Hell in the lithe and delicious form of Cyan Hyde.

Then, into Web's life steps Aristotle Mann, the new pro at Web's club, who teaches golf with a mixture of Harvey Penick, Zen Buddhism and Old Testament theology. He also has a secret weapon - a golf ball that guarantees that the user will shoot par. For Web, the first one is free.

But when Web wants to use one more to defeat Richards in a single elimination shootout for the Ichi-Ban account, he discovers that the cost may be more than he bargained for . . .

ABOUT THE POTENTIAL AUDIENCE

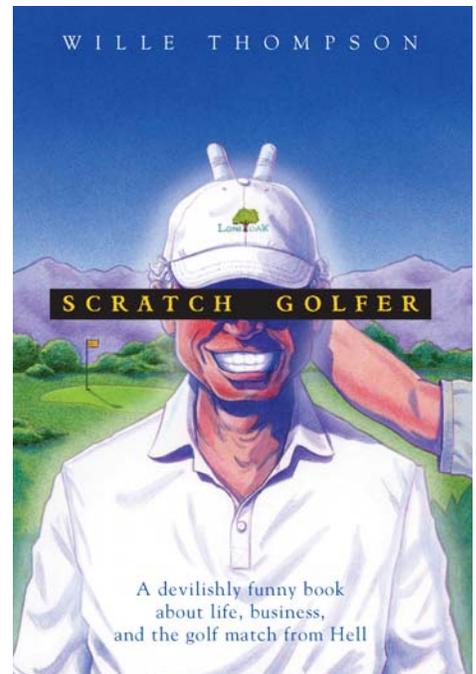
Scratch Golfer is updated telling of The Devil and Daniel Webster, except the hero doesn't know until the 16th hole of a mano-a-mano match with his professional adversary that everything he owns - including his soul - is on the line.

The USGA-provided estimate of 27,000,000 American golfers is the low end of the number of potential buyers. Other than the golfers themselves (who can be seen reading publications such as Golf, Golf Digest and GolfWorld), Scratch Golfer has a sub-plot that deals with pitching 'the big account' in a humorously toxic work environment. The protagonist has to deal with a version of Dilbert's 'pointy-haired boss' and co-workers both hostile and sympathetic.

Any of those 27,000,000 men and women looking for something to read while stuck in an airport on a way to a business meeting will enjoy Scratch Golfer. The weekend golfer will sympathize with the hero's fervent wish to shoot par just ONCE before he dies. It's light, witty, and the page design has even incorporated humorous sidebars to help the uninitiated with golfing terms.

Scratch Golfer can be related to by those afflicted by office life as well as those infected by golf. It makes an ideal personal or business gift. Anyone who has considered selling his/her soul to make par will find Scratch Golfer (as they say in North Carolina) 'a hoot.'

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ABOUT THE AUTHOR

WILLE THOMPSON is a 51 year old wry New Yorker transplanted into North Carolina clay in the early 80s. An advertising artist by education, he morphed into a writer and creative director who started his own agency in 1996.

During his stay in NC, he co-authored two comedy revues and has a small but rabid following for his song parodies and comments on the funny pages on the joshreads.com blog, edited by The Week magazine's Blogger Of The Year Josh Fruhlinger. His previous best-seller was "The Intelligent Network Design Guide," which, if you install Cat6 cable for a living, is the definitive tome on the subject.

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