

“I Tell Parents the Whole Objective Is to Trade Athletic Ability for Academic Excellence”

Bryan Eisenberg & Walter Beede Interview 2021-11-16

[00:00:00] **Joey Myers:** Here we go. All right, let me do a soft rolling start here. Hello and welcome to the Swing Smarter Hitting Training Podcast.

[00:00:08] This is your host Joey Myers from hitting performance lab.com. I have the honor and pleasure to have two gents on, Walter, I just met right now, but I feel like I've known him forever and Bryan.

[00:00:19] So Bryan Eisenberg, I'll do a little short intro, but I first wanted to welcome you guys to the show.

[00:00:24] **Bryan Eisenberg:** Thank you so much. We're excited to be here today.

[00:00:26] **Walter Beede:** Very excited. This is my first zoom in over six weeks. So, I'm thrilled.

[00:00:31] **Joey Myers:** Very cool. I know we got a lot to talk about.

[00:00:33] There's a ton and I don't want to spend too much time on the intros, but I do want to intro Bryan first, Bryan Eisenberg. He has been a mentor to me. He's a marketing expert. I think he told me at some point that he gets paid at least five figures to go give like a 30-minute speech in other countries and stuff on marketing and things like that.

[00:00:50] He's the one that helped me with my books, especially my catapult loading system book that became Amazon bestseller in the baseball coaching. I think it was 2018, and Bryan is on this call as [00:01:00] you'll soon know, we're talking about recruiting, we're talking about getting committed, getting your kids committed, boys, girls.

[00:01:05] Bryan has a son, Sammy, who is junior this year and Bryan, I've been friends for quite a while, and we've talked and shared advice and stories and stuff on helping Sammy out and all that kind of stuff. That's Bryan's background, he's got a lot to say on this topic of committed.

[00:01:21] Then, Walter Beede, I met him through Bryan and Walter and Bryan have banded together for a book on Amazon, which the title is Committed. Bryan will probably put that up there on the screen for those that are watching on YouTube, the guide to developing college ready recruits from middle school through high school.

[00:01:36] Walter has coached, been a parent, has done the whole baseball scene for 40 years. He played some professional baseball, so he is a huge, he has a lot of knowledge on this subject of helping build your son or daughter's resume to get them committed. Did I leave anything out, Bryan, Walter?

[00:01:55] **Bryan Eisenberg:** I think we'll touch a little bit about Walter, there's a reason he calls himself the baseball lifer. [00:02:00] He lives and breathes baseball and helping kids. Apart from his two sons that play college ball and Tyler who is with the San Francisco Giants now as a pitcher recovering from surgery.

[00:02:11] He has helped kids, hundreds of kids over the last 25 plus years, go through the process and literally starting from middle school through high school and really helping them get an understanding of what it takes to be a college athlete, both from obviously the physical side, the mental side, the skill side.

[00:02:27] Then obviously navigating the whole recruiting process, which is a whole different story because obviously you're dealing with bureaucracy there in many ways. I'm just happy to have Walter here, so we could tap into his wealth of knowledge, both you and I as dads, because as you were telling me earlier, he's coaching his son now who's nine.

[00:02:42] He's about to experience a lot of the interesting pitfalls that we all do.

[00:02:45] Walter., you even shared one last night, like lesson you've learned

[00:02:48] **Walter Beede:** The biggest thing is I've been involved in every aspect and dynamic of baseball from youth level, the high school coach, head coach, American Legion, head coach, national travel [00:03:00] ball head coach, team USA college head coach.

[00:03:03] My son has been a first round draft pick twice. Point young man from New England, that's ever been a two-time first round draft pick. So, I've been through the recruiting process as a student athlete, been through the recruiting process as a college coach, and I've been through the recruiting process as a dad.

[00:03:20] I've seen it and it's absolute Zenith and it's at its highest point and most aggressive point. So, what that allowed me to do was just learn and then be able to share those experiences here through the book, as well as over the last 30, 35 years.

[00:03:36] **Joey Myers:** I love that. I know Bryan mentioned some pitfalls.

What are the top-3 kid raising pitfalls parents fall into in middle school and high school in before college and professional ball?

[00:03:38] Walter what would you say? Like maybe top three pitfalls that parents fall into, you're talking as early as seventh, eighth grade. So maybe some of those earlier ones, and then maybe some of those later ones, high school as they're going into college as professional ball

[00:03:51] **Walter Beede:** I think it starts as early as 10 years old and maybe a little younger.

[00:03:54] When you start talking about pitfalls, the game has become so homogenized and so [00:04:00] organized that a lot of parents assume they are lesson away or a gadget away from being that. The game of baseball is rooted. It will always be rooted in failure. One of the things that I learned as a young player myself, that my dad used to reiterate was everybody falls.

[00:04:18] Everybody doesn't get backed up. The key is getting back up physically and mentally, meaning, you have an old for four days, you make an error with the bases loaded. You must get back on that horse. You got to get back up, and that's one of the pitfalls that a lot of parents fall into at early ages is that the game is easy, the game is going to write itself.

[00:04:41] That's not necessarily true because at younger ages, the physical discrepancies the ability level. The maturity levels, they're all going to vary from the ages of say nine years old or literally through 18. There's an evening out of the skillsets and physicality [00:05:00] probably at about 16 or 17 with things tend to start to level off a little bit.

[00:05:05] I think that's top number one. Number two is rather than getting peer repetitions, i.e. pickup games, Sandlot games things of that nature where you're learning from your peers. We're now trying to take adults and work with younger, say elementary school through middle school, student athletes that lack the physical maturation to move that we're asking them to move.

[00:05:31] At its simplest form, baseball is about two things. One playing catch, being able to catch a ball, throw a ball as simplistic as that sounds. We try to over-complicate that, with pitching lessons, fielding lessons, play catch. When I talk to groups and I talk to organizations all over the country, I tell coaches if your team can play, catch, and play.

[00:05:56] In other words, if your team is actively playing catch, and I [00:06:00] usually set up a large rectangle with eight to 10 players and the ball moves around and you blow a whistle, you switch it, you're turning around and they're having fun. They don't even realize all they're learning how to do is throw it accurately, catch it, and then get rid of the ball.

[00:06:14] The other thing is about hitting, we make it so complicated, too early. Meaning at younger ages, give them bigger bats, lighter bats, bigger barrels, and let them find the barrel with the baseball. Meaning the more contact the student athlete makes at younger ages, the more excited they're going to become.

[00:06:34] They begin to figure out quickly, okay, this is something I can do. And then you allow them to just simply physically mature into their swings. So, from say nine, just say 13, the field doesn't change too much, at 13, 14, the big diamond hits. So, I tell parents all the time at the younger ages, it should be about fun.

[00:06:59] It [00:07:00] should be about developing a passion and simply allowing them to fall, get back up, learn fall, get backed up, learn. There's a lot of mental components to this. Those are the two biggest pitfalls of the younger student athletes in parents.

[00:07:17] **Joey Myers:** I love that. especially I love all three of them, especially that middle one that play catch.

[00:07:21] Because I had done them about three years after I was done playing ball at Fresno state. I sat down for an interview at a buffet lunch with my old coach at Fresno state, coach Bob Bennett, who got inducted into the NCAA baseball coaches hall of fame, I think in 2013. I asked him, and he was probably late seventies, early eighties at the time.

[00:07:40] I asked him the question. I said if I had a little league team and I think at the time I didn't have kids yet, but if I had a little league team and I asked you to come and help us out, what would be the number one thing that we'd work on? Even him who had played, or he had coached at Fresno state for 34 years and had a pretty, pretty good career, even he had the same.

[00:07:58] So that's the same thing that we take in. [00:08:00] Bryan, anything you got to add on what Walter said?

[00:08:01] **Bryan Eisenberg:** I spent a lot of time watching the high school games of the last few years and Sammy's also taken up to umpiring when he has free time and if I was a gambling man, I could bet on a winner of the game by watching how the team warms up playing catch, one versus the other, the ones who know how to do it.

[00:08:20] You see the kids moving their body, moving their feet, getting it, getting the ball centered, getting the ball. Those are usually the ones that tend to feel better, hit better.

[00:08:30] **Joey Myers:** I love that. And Walter, so you've covered the nine to 13 age range. How about 14 to 18 for high school?

The DANGERS lurking in self-comparison from ages 14-18 years old

[00:08:37] **Walter Beede:** I think at the 14 to 18, what I call is that middle school and high school, we are so consumed with the player to our left, the player to our right, instead of focusing in on our abilities and our inabilities.

[00:08:51] The game is going to change The field changes at these levels. At that age, when you're looking at a [00:09:00] physically mature 17- or 18-year-old, and here I am a freshman at say, 14 or 15 years old, you're not going to have that strength component quite, it's not going to be in your mix so to speak at that age and the ones that do have the physical maturity early, obviously get opportunity to play.

[00:09:17] I would say worrying too much about playing where, what position they're playing, how good they are, how good they're not. Instead of being self-aware and present in your now, meaning let's take care of today

[00:09:31] Let's not worry about what it's going to look like in six months or a year or three years. Let's worry about where our skillsets are today. If we get an honest assessment of not only the good things that we do, but the inefficient things that we're doing and taking the weaknesses and working.

[00:09:49] We tend to want to focus more on what we do well, meaning if I throw the ball well, I'm going to throw it hard and I'm just going to throw, I'm going to focus on that. So, we don't have a position [00:10:00] awareness, like where does my skillset work on the ball field?

[00:10:03] Two, as a hitter, where am I? I could throw well, but I don't really like pitching, but I have a strong arm, but I don't spend any time on my hitting, so I neglect a lot of areas. If you focus on your now and your current abilities and inabilities, and you try to take an idea mentally and maybe start a journal.

[00:10:23] My sons used to have a journal and I say, okay, let's just write down what happened. Let's write down whatever we did today. What did we like?

[00:10:30] What did we not like? What did we do? What didn't we do well and just write it down and then we'll revisit, on a regular basis until we catch everything and blend everything up so that many of our abilities are starting to balance themselves out?

“Getting repetition because through repetition, we're going to gain our retention...”

[00:10:42] I don't think in a cage or in a lesson environment is a good way to necessarily think of it as an auto-correct because student athletes if they take a strength and conditioning component to their workouts and they get repetitions.
[00:11:00]

[00:11:00] Repetitions can come in so many ways. For instance, father, son playing catch, bouncing a ball off a wall. Whether it's a lacrosse ball, a tennis ball, a softball, baseball. That's going to give you good ground ball repetitions, picking up a bat and a broomstick. In my case, it used to be a broomstick, hitting rocks, hitting acorns, hitting plastic golf balls, small plastic golf balls.

[00:11:22] Getting repetition because through repetition, we're going to gain our retention, not somebody else's version or thoughts of who we are, meaning everybody's arms are different. Everybody's hands, strength is different, but repetitions with a broomstick allow multiple reps in the same manner, every single time, rather than a heavy bat, that's going to get heavy and you're going to change your swing path quickly because of fatigue.

[00:11:48] Playing catch with a football, playing catch with a softball, all my younger high school student level student athletes, I put a football in their hands at 13 and parents are always [00:12:00] saying, are we here for baseball or football?

[00:12:02] I always tell them when I was a kid throwing a football did two things, clean arm path, efficient arm path in arm health, because the feedback that football gives you is instinct. I don't have to wonder; was I middle finger dominant?

[00:12:18] So some of these pitfalls that we fall into is thinking we're going to go into a cage for 30 minutes and 60 minutes. We're going to get a lesson and then we're going to bounce out of that cage. And we're going to be. You didn't get a lot of reps.

[00:12:29] There was a lot of talking. You might've got a few reps in, but we're not getting any retention. So that's the biggest pitfall as far as I'm concerned, is the reliance on individual lessons as opposed to going out and getting those valuable repetitions in your backyard, at the school, wherever, where your body's going to implement into what you can do. I think that's going to break. That brings a bigger benefit long-term.

[00:12:58] **Joey Myers:** Yeah, I love that, Walter. [00:13:00] It's funny, you mentioned too, the comparison side of things. When you start getting into those teenage years through high school, they start comparing each other and it's not a healthy environment.

[00:13:09] I'm starting to notice it with my nine-year-old. We do a lot of parkour and ninja warrior stuff. So, we do a one-on-one with the coach for half hour, works on backflips, front flip stuff, kind of cool stuff that I never got to do. And then there's a group setting where he works with kids that maybe are a year older than him, two years older than him.

[00:13:23] They're doing some crazy stuff that he can't do yet, but he's trying to work on. And Bryan and I, we were on before Walter, you got on and we were talking about Sammy and how he was training with college professional guys. Bryan, talk a little bit about how that benefited Sammy to be in an environment with older, better, stronger players.

[00:13:44] **Bryan Eisenberg:** We even talked about it in the book and then, Walter shared the story of when he was a college coach, he'd bring his kids and they watched and participate in some of his practices. Of course, not everybody has a dad who's a college coach, so you can't get away with that.

[00:13:55] But the elements of that is missing. What happened with Sammy's, he was working out a true [00:14:00] grind. He was 12 years old and it's summertime. He wasn't playing summer ball. We only played spring and fall here in Texas. He just spent the time training and the kids forced him to grow up, to become more accountable, to start saying, look, if you're going to hang with us, you better hang with us.

[00:14:16] You better bring your own things. It also taught him things and what you almost touched on it. Which is the stuff that we hate to do. It's usually because we suck at it. We don't want to spend the time doing it. We love hitting off the tee because we can hit it hard every single time.

[00:14:31] But, hitting off live pitching, oh that's a hard, I don't want to necessarily do that as much. It's funny because one of the things that you didn't mention, Walter, is a whiffle ball, which is one of my favorite things. Today, Sammy's a junior high school and he's in an advertising class and they asked him to do an assignment on a toy that he played growing up with that's not as popular as it should be.

[00:14:50] He picked a whiffle ball and bat. You can play that anywhere. The number of reps that you can get, understanding ball movement, it's priceless and [00:15:00] the biggest takeaway, I think, as Walter and I were wrapping up the book, we came back and added like a paragraph or two, because we talked about it before, but we didn't drill it home, that the most valuable thing of youth sports is not the sport itself.

[00:15:17] It's the relationships that we get to spend with our kids. It's the relationships that we get to form with the families of the sports that they're participating in. The time spent in the car together. The memories that we're creating, and parents are trading that and their dollars for a lot of chaos today.

[00:15:38] Just spend the time with your kid, just enjoy it. They'll find a way to get there, no matter what, everybody's going to have a unique path.

[00:15:44] **Joey Myers:** It's going to be over with at some point.

“They won a college world series. It was a great moment. But suddenly, everything's winding down. I suddenly realize that journey had concluded...”

[00:15:45] **Walter Beede:** My big thing there, touching on that point. Never forget my son's last college game.

[00:15:52] They won a college world series. It was a great moment. But suddenly, everything's winding down. I suddenly [00:16:00] realize that journey had concluded, that was the end of my little boy transitioning to his profession, his vocation, and really a flood of memories come back.

[00:16:16] Literally to travel baseball, high school baseball. I can tell you so many stories about us driving in a Toyota Prius from Boston to Atlanta, Georgia with no air conditioner, and we look back and laugh at that now, but it's really one of those things that it's all about moments and memories because 99% of every little league age is never going to play at the professional level.

[00:16:48] I would tell parents all the time look around, because this is when you're at your pinnacle, the nine to say 12- or 13-year-old. It's the little [00:17:00] boys playing a game. When you get to high school, you want to talk about cutthroat parents? My buddy, my son's better than that.

[00:17:08] This boy is better, and it gets loud, and it takes away from listen, lies, you're going to fall. You're going to fail. It's tough. We can't always do what we want. We can't always be where we want. But it's a part of how the ebb and the flow of life really works. The ups and the downs.

[00:17:29] Sometimes we get success. Sometimes we have failure. Baseball, it's supposed to be a pastoral game where there's a cerebral component to it, but it's meant to be an athletic sporting event. We have now made it a mega business and parents, oh, that if I pay more for Johnny to get to this team or that instructor, they think you're getting an edge you're spinning wheels because if you have consumed [00:18:00] with destination and you're not enjoying the journey, you're missing the point.

[00:18:06] It's all about the journey and very little to do with the destination. You cannot control where the destination will take you. You may think, he's going to play in college or he's going to play pro ball.

[00:18:20] But when we look back at the numbers that are really kind of concrete, there's X number of seats available at the collegiate level, there's X number of seats that are available at the professional level. So, we go from 3 million Little League student athletes to 500,000 high school athletes to 35,000 college athletes at all levels and NAIA Juco, NCAA to less than 3000 professional players now considering minor league baseball contraction and 750 major leaguers.

[00:18:54] Oh, by the way, half the major leaguers are from Latin American countries. So, if you're getting down to it, [00:19:00] there's 400 spots in the big leagues for kids from the United States. Don't worry about the destination.

[00:19:06] That's got to take care of itself, focus on the journey. make sure you're allowing the natural progressions of physical maturation, mental maturation. Let them all develop with enthusiasm and passion with an understanding--- I'm going to fail. It's part of the sport, and I'm going to do everything in my power to dust myself off, get back up and keep moving forward.

[00:19:29] If we look at it from that perspective, it makes the game a lot more enjoyable.

[00:19:32] **Joey Myers:** Great advice, Walter, great advice. I know we could talk for an hour or two hours on this and before we got done. I wanted to talk about the book Committed as the title says, and it's more probably of a metaphor.

[00:19:44] It's not per se to committed high school to college. But I do want to talk about that aspect of it. Bryan, what are you and Sammy doing, I know Sammy committed, just committed to, and talk a little bit about that and what you guys did.

[00:19:57] **Bryan Eisenberg:** We're waiting for the rest of his friends to announce and [00:20:00] then he'll make the announcement. The point is simple, as Walter said, this is the book I wish I had as a non-baseball guy, when Sammy was 11 and 12, I came across folks like you and Lance Wheeler and whole bunch of people who helped guide me and mentor me and give me some advice.

[00:20:16] But I spent countless numbers of hours, countless numbers of dollars, made mistakes, and at the end of it, yes, we kept it real, he's got a dream, he's got a passion. I did everything I could to support his dream.

[00:20:27] He's going to continue playing in college, phenomenal. Mostly because he committed to his physical wellbeing. We stumbled because we were invited to Lance Wheeler's pitcher, and he sat down and we listened to Mike Reinold, I tell the story in the book. He listened to Mike Reinold talk about how you gained velocity by every inch you grow.

[00:20:43] Every year you get older and then by getting to the weight room, you gain a certain amount and start doing the math. He was like I could be 75 by the time. I'm like 13 or something. I don't remember the exact numbers. That's when he said, okay, I want to start working out.

[00:20:56] And we met the owner of true grind systems. That [00:21:00] was 10 minutes from our house in Nashville. That day he committed to getting stronger, to learning, to be a better athlete, to learning how to move, wasn't about the heavy weights, those came later, but Sammy was not the most athletic kid, he's not the fastest runner.

[00:21:16] Never has, never will be, he's 6' 4", 240. But he's one of the strongest and he's consistent in the way he moves. So, he throws a lot of strikes and does crazy things. He's invested in social media, right? Part of the process was learning about podcasting and it's the same thing as baseball.

[00:21:35] You're going to suck at first and that's okay. But as you keep doing it, you get better and better. It's a journey. When you learn to appreciate those journeys, when you commit to that journey, no matter what it is, you gain so much out of life and out of business and out of school.

[00:21:50] I think there's lots of lessons to be learned. You won't be surprised to know that obviously we talked a little bit about fascia and ground forces in here. Most

[00:22:00] baseball coaching books never even touch on the topic. We talk about shoes and what kind of shoes like kids should wear, just to be aware of.

[00:22:06] There's lots of little things that we don't know, but we also talk about every single skill set and what it matters. To Walter's point, Walter always tells people, use baseball to pay for your education.

“I use the term and I've used 40 years where I tell parents the whole objective is to trade athletic ability for academic excellence.”

[00:22:20] **Walter Beede:** I use the term and I've used 40 years where I tell parents the whole objective is to trade athletic ability for academic excellence.

[00:22:32] You have that philosophy early and you understand that the end is probably going to occur at a high school level, but it probably is going to happen definitively at the college level. Just train athletic ability for academic excellence.

[00:22:47] **Joey Myers:** I love that. As Bryan knows that it's been a move better perform better thing for me.

[00:22:52] I've been training people since 2000, since I'd finished college. I think 2004 or five, I love fitness. I learned that I could get paid to [00:23:00] train people and stuff, and so my journey started then, and that journey didn't just go into the strength conditioning side of things, which is fun.

[00:23:06] You're building muscle like Bryan, you're talking about. But it's also getting people to move better. So, I took on certifications in yoga and I took on certifications in the functional muscle screen and then investigated, like you mentioned fascia and mobility, stability.

[00:23:20] **Bryan Eisenberg:** To parkour, gymnastics, martial arts.

[00:23:24] You're preparing them to be amazing movers, understanding their core, how to balance that, where they're going to go from there. You've now set them up on a course of greatness because of that.

[00:23:34] **Joey Myers:** Right, parents asked, like Walter was talking about having playing, is it about reps and games and playing as many games as possible?

[00:23:40] I had heard one of the trainers that trained me in college. Strength conditioning trainer, great guy. But he was boasting one day about how his, I think at the time 12-year-old son was going to play more games in a year than a major league season. I was like, what? What are we doing here?

[00:23:56] So the parents will ask me what can we do with my son? And they could be 10, [00:24:00] 11, 12. They could be in their teens. What can we do to better our

ball exit speed or pitching velocity or movement? I always tell them what you just said, parkour. Ninja warrior, martial arts, even yoga, Pilates, just traditional stuff.

[00:24:16] **Bryan Eisenberg:** Any of those would make them a better athlete

[00:24:18] **Joey Myers:** So, Walter, let's end on this one. So, what were the two? Maybe adding, piggybacking on what you just said, what were the two big things you feel got your sons into the college, into the pro side of things in high school. What were the one or two big things on the recruitment side?

[00:24:34] **Bryan Eisenberg:** Can I refine that question a little bit?

[00:24:36] **Joey Myers:** Go for it,

“What's the difference of success levels between your son who just played through college and the one who went pro in the way you treated them and brought them up?”

[00:24:37] **Bryan Eisenberg:** Walter, what's the difference of success levels between your son who just played through college and the one who went pro in the way you treated them and brought them up.

[00:24:46] **Walter Beede:** I would say the first lesson that I learned is if we must push, then we're probably not going to get the results that we're hoping.

[00:24:57] Mental standpoint, meaning if [00:25:00] your son is pulling you, instead of you pushing your son, much more advantageous position to be in, especially for the student athlete. I think it's about structure routine and accountability. Meaning my oldest son was really scattered, not so much from, as a multi-sport athlete, but just, really didn't have that defined schedule of, okay, I'm going to lift here, work out here.

[00:25:27] I'm going to do this routine here with regards to throwing or hitting or what, whereas my youngest son was driven. A lot of that had to do with him being around the college routine and watching how student athletes conducted themselves in a non-team environment, meaning off to the sidelines, how they will bring up, et cetera.

[00:25:50] I would say the red line in the sand, between the young man that ultimately gets to the college level and the young man that kind of gives up
[00:26:00] the game at the high school level, truly is about the passion component. My oldest son loves the game but wasn't passionate about the game.

[00:26:09] My youngest son was driven, and he had an internal passion or true affinity for the sport and the craft. As a baseball player, meaning the attention to the smaller details and he got his repetitions. I try to tell parents, the separator where the rubber hits the road is 16 years old.

[00:26:34] At that point, the light either comes on where I want to push and put my foot on the gas or, you know what, I really like hanging out with my buddies and girls and other social activities. This really isn't something I want to do on a competitive level beyond high school. So really, it's 16 years of age.

[00:26:51] So I call it the push pull. If you're pushing and they're not pulling, you're not going to get the effects, long-term as a student athlete. [00:27:00]

[00:27:00] **Joey Myers:** That is great advice. I've heard a little bit along the way, the push versus the pull and parents out there listening to this or watching this on YouTube, you must really think about whatever age your kid is, male or female.

[00:27:10] If you're getting more of your pushing or getting more of a pull and it's not that one's worse than the other. It's just that you must change your mind set in a way to deal with that. So, you can't keep pushing because it's going to be you doing all the work.

[00:27:24] Hey, I want to be respectful of you guys' time. I appreciate you guys coming on. Go ahead and give the audience a little bit on where to find the book, where they can purchase it, all that good stuff, where to find you guys, maybe on social media, as it pertains to Committed.

Where to find the book Committed and purchase, and where to find you guys on the socials?

[00:27:37] **Bryan Eisenberg:** Sure. So obviously, you can pick up the book and paperback on Kindle, it's only on Amazon.

[00:27:41] **Walter Beede:** I'm going to be signing a few of these for my best friend's mom. So, we're going to get a couple of these signed and in the hands of some student athletes,

[00:27:51] **Joey Myers:** Is there a way to maybe get some of the audience, to maybe like a URL, maybe Bryan or somebody. Maybe there is a limited amount you guys can do.

[00:27:59] Where does he get signed [00:28:00] for some people?

[00:28:00] **Bryan Eisenberg:** Yeah. So, we're going to be getting together because we haven't met in person yet. Funny story, we wrote this book in the course of about five weeks. We've been talking for a few months, but in five weeks we decided we needed to get the book out before the holiday season.

[00:28:11] In December, Walter's coming down to Texas to visit his son and we'll get together and sign some copies. Maybe we could do something for your audience. We can get it.

[00:28:18] **Joey Myers:** Let me know, we'll put a link up or something. We'll do some sort of promotions down.

[00:28:21] I'm sure people would love that.

[00:28:23] **Bryan Eisenberg:** They can find us on Twitter at mentors of baseball. That's the easy one that you'll find. You'll find both of us at baseball mentors. We do a live call every Monday night when we bring guests in and talk about the process as well.

[00:28:35] The site I built originally for Sammy, because it's about that. It's if you're committed to play ball kid, we want to help you. So, to go to playbill kid.com and you can find this there as well.

[00:28:44] **Joey Myers:** He's got a lot of great podcast episodes, lot of great coaches, players.

[00:28:48] **Bryan Eisenberg:** Great guests. Let's not forget.

[00:28:50] **Joey Myers:** Exactly. Walter, anything you want to add on that.

[00:28:53] **Walter Beede:** No. I'm happy to sign books for anyone that may find their way to the book. I appreciate you taking the time to [00:29:00] give us the opportunity to talk to you today.

[00:29:02] **Joey Myers:** For sure. Thank you, guys. Stay on the call here as we shut down the recording, but I just want to say, just thank you so much.

[00:29:09] This was happenstance. Bryan sent out the texts. I was like, oh my gosh, we got to have you guys on. We got to check this because this has been a big thing that I talked to my local hitters about that are getting of age, now I'm going to think about it even more for the junior high'ers, like getting even earlier than that, to get them going in the system.

[00:29:24] So thank you guys again for taking the time and you guys have a good rest of the week.

[00:29:28] **Bryan Eisenberg:** Absolutely. Thanks so much, Joey.