

## The creative details that make these books “world class”

- **Staging**

A Tales from the Pitch book does not tell the whole story of a player’s career.

Rather, it selects about 20 or so important moments in the player’s career to date and devotes a chapter to each moment. (It might be a conversation with their manager, them scoring a particular goal, etc.)

This means reading a Tales from the Pitch book is kind of like watching a montage of explosive clips. There’s no dull stuff.

And, taken together, all the individual moments build a full picture. When you stand back, you get this satisfying shift where you can really understand this player and their journey.

- **Language**

The books are written in a very colloquial, non-literary style. You know, how football fans *actually* speak.

It’s pacey, authentic and instantly engaging.

The texts are also written in the present tense throughout. The reader is simply there as the events unfold - no “author’s voice”, no expert looking back on the player’s career and bestowing knowledge from on high. It really makes it feel like it’s just you and the player going on this journey together.

- **Content**

We've got a great eye for what to cover in the books as we reveal a player's story - the games that fans want to relive, the behind-the-scenes "dressing room moments" they wish they could have seen.

But these players are much more than the sum of the games they play. They are people too, with all sorts of interesting obsessions and foibles.

Tales from the Pitch also captures *that* - as well as delivering something else fans want. Quick novelty facts - the kind they can take away and tell their friends and family.

(Did you know that Kanté trained to be an accountant, in case football didn't work out for him? Or that Son learnt English by watching SpongeBob SquarePants? It's all woven into these books.)

- **Not patronising**

Some football books for kids are guilty of taking a watered-down approach to the game. It's as if they're not taking football seriously - and fans of all ages can spot that.

Tales from the Pitch books don't shy away from the complexity of football - they revel in it. (How do different managers approach the game? How do different players respond to that?)

Indeed, young fans *want* to read about these things, to know they're in the company of fellow super fans - and developing their own understanding of the game.

- **Collectability**

The books were designed to be very collectable - kind of like football cards.

This is largely down to the brilliant covers, but also the fact a certain match (or manager, etc.) might appear in multiple books.

So, as you read through the collection, you get to see the same match from different perspectives, see what it meant to different players who're all at different points in their journey. It's pretty addictive.

- **Readability**

The books were also designed to help overcome any reluctance to read fans might have.

At only 128 pages long and with lots of short paragraphs to prevent big chunks of text on the page, they're not too daunting.

Then, once you get going, our controlled language and font makes reading technically easier, while our subtly larger font size, line spacing and margins mean you'll make quick progress.

In short, instead of reading feeling painful and slow (more likely to be abandoned!), our design ensures it's an encouraging, successful experience.

## **But don't just take our word for it...**

"My son is still reading Mbappé (he has been for an hour straight at least) and I finished Lewandowski! The books are great and it's awesome to see my son, a reluctant reader, so focused and enjoying his reading."

**Sean Martinson, Parent**

"I love how you make up your own quotes but still make them sound realistic, as if it was what was actually said. I enjoy reading your books so much, because when I pick them up, I can never seem to put them down. Another reason I love your books is because it feels like I am in the stadium if someone scores. My all-time favourite book of yours is the new updated version of Messi."

**Oliver, aged 11**

"I bought all of the books and the kids love them. They are always out, and then as soon as they are back, they are instantly swapped."

**Jenny Griffiths, Librarian**

"A simple, easy to read and entertaining overview of the England forward's career so far – a great idea to introduce reading to those who love football."

**Man City Fan TV on Sterling**

"My boys loved that these books were filled with events and insights which fleshed out their footballing heroes into real people with real lives... A great new series"

**Library Girl and Book Boy Blog**

"I enjoyed Van Dijk so much. I liked finding out about the fact he had a 18cm growth spurt. And at the start it talks about his tussle with Kane. It is so detailed and has lots of facts about the player."

**Student, St Paul's Primary School**

"I'd go as far as saying these books have the potential to ignite a child's love of reading."

**SEN Resources Blog**

"Really well written, with a nice balance of factual writing and engaging story-telling... We will definitely be coming back for more from this series!"

**Father Reading Blog**

"Sure to interest many a reluctant reader with their friendly layout and accessible level of content. These are easy to read, engaging and fun books."

**What I Read Blog**