

Under the Cover

<i>Foreword: The Ascent of the Lovecat</i> by Tim Sanders	<i>ix</i>
<i>Before the Book</i>	<i>xv</i>
<i>Snag the Ideas!</i>	<i>xix</i>
Rule 1 – B is for Brave	1
Rule 2 – A is for Authentic	31
Rule 3 – L is for Loud	61
Rule 4 – L is for Lovable	87
Rule 5 – S is for Spunky	123
Rule 6 – ! is for Go!	151
<i>Ballsy Reading</i>	<i>159</i>
<i>Notes</i>	<i>163</i>
<i>Acknowledgments</i>	<i>169</i>
<i>Index</i>	<i>171</i>

