

Check out the testimonial below, from Michael Pittman, who recently read my new book, ***Sound Operating Principles***.

Captain Kevin,

I finished your book. Great work! Not only did you point out some very sound operating principles, you also called out Willy and Nilly. It was nice to see you clearly describe "this is what to do" and clearly describe "this is what not to do". You have a very innovative thought process which enables you to write and teach the art of trophy trout fishing with lures... Your operating principles are very solid. You don't shoot from the hip to create an answer or a new operating principle.