

# THE SPORTS JOB GUIDE



**LAND YOUR  
DREAM JOB  
IN THE SPORTS  
INDUSTRY**



# **The Sports Job Guide**

**Land Your Dream Job  
In The Sports Industry**

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**Lewis Howes  
Trevor Turnbull**

## Acknowledgements

The Sports Job Guide would not have been possible without the help of our fantastic Sports Networker team including [Lewis Howes](#), [Trevor Turnbull](#), [Heidi Howes](#), [Holly Koski](#) and [Steve Richards](#). And, a special thanks to [Megan Magiera](#) for designing the cover art.

Also a big thanks to all the sports business professionals that provided their expert opinion on how to land a job in the sports industry. Their invaluable experience will no doubt help countless aspiring sports business students land their dream job in the sports industry!



[Sports Networker](#) is the premier resource online for Sports Executives and Sports Business Students looking to learn from Sports Industry Experts on a wide variety of topics including [Sports Marketing](#), [Sports Ticket Sales](#), [Sports Sponsorship](#), [Sports Social Media](#) and [How To Land A Job In Sports](#).

Visit <http://sportsnetworker.com/sports-jobs> or more info on how to land your dream job in the sports industry

# Sports Networking & Social Media Keynote Presentation

Are you using social media to help you land your next (or first) sports job? If not, you are missing out on a massive opportunity to leverage social networking to grow your network and land your dream job in the sports industry!

Our customized keynote presentations cover topics including:

- How To Build Your Network In The Sports Industry
- How To Connect With Top Sports Executives
- How To Launch And Build Your Personal Brand In Sports
- How To Land Your Dream Job In Sports

## **Lewis Howes**

CEO – Sports Networker & Sports Executives Association

Lewis Howes is a former two sport All-American and current record holding athlete that, in just short three years, went from sleeping on his sister's couch to running a seven figure business.



He has been featured on some of the top blogs and media outlets in the world including Mashable, Forbes, The Wall Street Journal, Entrepreneur Magazine and ESPN.

Lewis founded Sports Networker, the Sports Executives Association and the Sports Industry LinkedIn Group, which helps connect thousands of sports executives around the world both online and through live events.

## **Trevor Turnbull**

COO – Sports Networker & Sports Executives Association

Over the last two years, Trevor has very quickly built his own personal brand to become known as one of the foremost authorities on the topic of Social Media in Sports.



He has presented to a wide audience on the value of social media and how it's changed the way people do business. His diverse background and "non-techie" presentation style allows him to bridge the generational gap between the "old" and the "new" way of doing business.

Trevor has spoken at numerous university sports business programs, sports groups and conferences on how to leverage social media to expand one's network and build better business relationships

**To Book Us To Speak Visit:**

<http://sportsnetworker.com/about/speaking>



The Sports Executives Association was created for those who take massive action, and like to see results. It doesn't matter if you have 20+ years of experience or if you are just getting started. This is a place for those unique like-minded individuals to finally have a place to interact.

These individuals are part of a new generation. They value the power of networking with everyone, and adapt new ideas instead of sticking with the "old ways" of thinking. They also recognize the importance of staying ahead in new technologies and strategies to help their career and company grow.

## Exclusive Offer – \$4.95 For The First 30 Days

As a special offer for downloading the Sports Job Guide, you are eligible to take advantage of our exclusive offer to join the SEA for \$4.95 for the first month. Click this link to [sign up now!](#)



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# Introduction

Passion. That's the number one thing I hear from people when they explain why they work in sports.

We love sports for many reasons. From a young age it's fun to play games as a child. Maybe we never lose that child-like attitude and that's why we continue to stay passionate about sports long after our little league days. Sports give people hope, something to brag about, a place to escape, something to be proud of, along with many other things, it's simply good clean fun.

I grew up loving sports, and it shaped me into the person I am today. Without sports, my life would be completely different. I wouldn't have traveled the world by age 21, I probably wouldn't have broken as many bones or been as large as I am. My confidence level would be lower, I wouldn't be as competitive or hungry to succeed in the business world. Sports gave me so many both exiting and heart breaking experiences from the countless games I have played.

After my professional athletic career ended, I knew I wanted to stay in the world of sports. It's the one thing I'm most passionate about and I didn't want to loose my competitive spirit. This is one of the reasons I created [Sports Networker](#) and [Sports Executives Association](#). I wanted to help others stay connected in the world of sports so they didn't lose touch of what they are most passionate about.

As is the case with most endeavors, there is rarely one magic bullet, one piece of advice or one thing to share in terms of what would help others break into the sports industry. For the most part it is a series of events that must take place and an action plan put in place (and implemented) that will help secure the job of any ones dreams.

There is so much that goes into an effective search for any dream job that is very tough to narrow it down to one suggestion.

Here is what I would suggest:

- Combine your passion with a specific technical aptitude to find your niche.
- Make sure you position yourself and your message to the specific market you are going after.
- Surround yourself with people you can learn from and be available to return the favor in the years ahead.
- Continually build an industry specific network and leverage your network effectively to eventually have your own "advisory board" that you can rely on and utilize for years to come.

Although I don't play as many games as when I was growing up, I still love to talk about sports and business (another love of mine). I hope the Sports Jobs Guide helps you learn about the business of sports from some of the leading experts and helps you land your dream job in the sports industry!



*Lewis Howes*

**CEO - SportsNetworker.com & Sports Executives Association**

# How To Get A Sports Job

If you really pushed me to provide one thing that would ensure anyone landing the job of their dreams...BE AUTHENTIC

What does that mean?

It means to go about your career search with passion, integrity and professionalism but first and foremost be yourself and let that be your guiding principle. Too many people try too hard to be someone they are not and get caught eventually. Why not show your true colors and be genuine right from the start. It will help you differentiate yourself and also it will set realistic expectations because at the end of the day, people hire people. Sure you need all the traditional bits to support your case (resume, cover letter, statement of purpose, etc) but when given the opportunity to meet/interview with someone, be authentic!

## **Matt Crevin**

**Founder/CEO - Voice of the Box**

[www.voiceofthebox.com/coaching](http://www.voiceofthebox.com/coaching)

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My advice would be to be persistent but don't seem desperate. Focus on one or two things you are interested in and pursue opportunities in those fields. Do not use the line that you love sports and would love to work in the industry. We've heard it a thousand times. If I read that in an applicant's cover letter, I usually move on to the next. Tell me why you love sports and why you think you would be valuable to me and my organization. What do you want to do? Work in sports is not an answer... Be specific!

## **Ian Campbell**

**Coordinator, Club Services - Major League Soccer**

<http://www.mlssoccer.com>

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Any more, most jobs in sports come after some sort of internship (paid or unpaid). So my thought on what anyone can do is, volunteer in the sports area that you are interested in. That doesn't mean go to the Indianapolis Colts or whoever and volunteer there, rather find whatever level of that sport you can volunteer at and go to work. Then video yourself at that position put together your resume with what you've been doing and present that to the place you would really like to work at. That level could be 5 to 6 year olds or anyway up the ladder. You have to jump in and start doing it, whatever that it is.

## **Pete Metzelaars**

**Offensive Line Coach - Indianapolis Colts**

<http://www.colts.com>

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If you a willing to work, intern or volunteer for no pay is great way to get in the door. In doing that you still need to demonstrate your willingness to work hard and that you are quality person. This works for nearly all franchises. Taking care of the little details while interning and going the extra mile while maintaining a positive attitude will set you apart.

## **Chuck O'Hara**

**Senior Director of Marketing - Indianapolis Colts**

<http://www.colts.com/>

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Never turn down an opportunity to expand your resume. Experience is the most important aspect of the sports industry. Network as much and as frequently as you can. Always be looking for opportunities to add different dimensions to your resume.

## **Greg Rakestraw**

**VP of Programming and Content - HomeTown Sports**

<http://hometownsportsindiana.blogspot.com/>

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A high percentage of people break into sports through ticket sales. My advice would be to create a one-year timeline (could be a PowerPoint) of how you will develop and achieve success in your first sales role. I guarantee you not too many people are doing that for their first job. Many people do that for their second and third jobs – but not their first.

## **Dave Neff**

**Associate Dir. of Suite Sales and Services - Indiana Pacers**

<http://www.nba.com/pacers/?tmd=1>

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I created my own portfolio. I took all of the items that I was proud of, emails that said what a great job I had done on a certain event that I helped put on, and my letters of recommendations all in one book for the employer to see. I believe this helped me stand out compared to other people in the applicant pool. I have heard of some people sending a pie with 1 piece missing with a letter saying, "I'm the missing piece, I look forward to speaking with you soon". Or if you're applying for a professional team, you could send a jersey with "Team" written on the back with a note saying, "I would love to be a part of your team". You want to be able to set yourself a part from the other applicants, and do it in a way that is special to you.

## **Jenna Helton**

**Marketing & Event Coordinator - Pacific Sports LLC**

<http://www.pacificsportsllc.com/>

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I think the most creative thing you can do is simple...work hard and network with as many people as possible. Don't hesitate to ask questions and get to know as many people as possible in the business. Ultimately...your work has to be good enough to get you the job. But usually...there are others who have the same skills as you do but if your connections are stronger...you will get the job.

## **Chris Denari**

**Television Play-by-Play Announcer - Indiana Pacers**

<http://www.nba.com/pacers/?tmd=1>

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One thing is to really love sport. I loved what it had to offer to young children, a little independence in something that was not always just in school, team work and the constant need to keep the body moving, which means the mind moves also. From there I saw the dedication that coaches, staff, parents and athletes had as most people do not get paid a lot in sport, especially coaches but they are totally dedicated. From there you get a love of family, because that is what sport is, so from my side, which is not physical, I have the gift of listening and of understanding (due to the many years I have spent around athletes). The biggest benefit, other than keeping your body healthy is you create a family of friends with mutual understandings.

## **Sherry Von Riesen**

**Coordinator - United States Olympic Committee**

<http://www.teamusa.org/>

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If you want to get into sports marketing, you want to be thinking living and breathing sports marketing constantly. You want to demonstrate that you have opinions, you've written about different things and you're following the trends. Just by virtue of reading about it, Tweeting about it, blogging about it, you have an inherent advantage because you'll know the stuff inside out. You'll start turning up in search results based on what people are looking for.

## **Peter Stringer**

**Director of Interactive Media - Boston Celtics**

<http://www.sportsnetworker.com/2011/11/07/sports-jobs-interview-series-peter-stringer-boston-celtics-director-interactive-media/>

<http://www.celtics.com>

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<http://www.youtube.com/watch?v=iP3OhBFnZPA&>

The biggest single piece of advice that's gonna help you get a job is network. I know you've heard that before; it's like an overused term. But if you don't have what it takes to pick up the phone and call somebody at a business that you wanna work at then you probably shouldn't be doing this. Pick up the phone - what teams are you into? what TV stations are you into? Whatever you're into pick up the phone and call there and ask to buy someone a cup of coffee because you need to develop a relationship with someone you don't know yet and you need to know that person. So I hope that helps and it sounds easier than it is because it's a lot of hard work but it's worth it. We're talking about your career here and your career is worth it.

**Jon Sinden**

**Director of Social Media - Maple Leaf Sports & Entertainment**

<http://mlse.com>

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<http://www.youtube.com/watch?v=YP8ml8bXpko&>

My advice to you is always work hard but always be there. Be that person that's the first one in the office and the last one to leave, be the first person to put up your hand to help out on something outside of your area. When you wanna work in sports you don't just do what your title says; you do everything. It's about the organization and being a part of the whole organization and the most successful people that I know in the industry are just the people that are always there because when the time comes and the need comes for a team to fill a position they look for the closest person and the person that's always been there already.

**Jaime Stein**

**Manager Digital Media - Canadian Football League**

<http://cfl.ca>

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<http://www.youtube.com/watch?v=dsf7KLVs6pk&>

I started off as a teacher in London with the opportunity to come over here and coach soccer. I met a young man by the name of Bernie Martin who introduced me to sports business. He helped me connect to graduate school at the University of Massachusetts Amherst and that to my internship for the Pittsburgh Pirates. Clearly he put me in the direction of do what you love and the money will follow and it's been that way

Once I figured out that I wanted to be on the property and the sales and marketing side on the property that's where I've been focusing. And it's allowed me to have friends to help me move along that path because they know what direction I want to go into.

**Declan Bolger**

**Club Services Business Development - Major League Soccer**

<http://www.mlssoccer.com>

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<http://www.youtube.com/watch?v=HQJ9GDC3iJE&>

First, understanding the type of business you wanna be in; whether you want to be in the league side or the business side, whether it's a network or a cable program or an agent. Decide which avenue of sports you wanna go in to but you have to go into something you have great passion for. All of us work so hard in this business and I think it's really important as young people come up through organizations to have a passion for what you want and go for it. Do not be shy, be confident, speak concisely but go for it bottom line.

## **Christine Driessen**

**Executive VP & CFO - ESPN**

<http://www.espn.com>

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<http://www.youtube.com/watch?v=HQJ9GDC3iJE&>

I would certainly recommend that you set very clear goals for yourself and have a good sense of what path you wanna take. You ought to know that you can do anything you set your mind to. So don't get too crazy that the path you set you have to stay on because there is a lot of adventure out there, there is a lot of opportunity out there. You need openly to show that you are a results-driven person, that you can make things happen and you're somebody to be trusted and invested in from an intelligence perspective and a go getter perspective.

**Laura Gentile**

**Vice President - espnW**

<http://www.espnw.com>

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<http://www.youtube.com/watch?v=HQJ9GDC3iJE&>

It's all about impression and it's all about feeling. So if you walk in and you look sharp and professional that's what you're translating. And there's too many young people that are very, very self-involved as to "what experience am I getting out of it." You're being hired for a job and you need to fulfill those needs for your employer. And once you do that you earn that family sense; you earn your way into the culture of that company. But if you're not satisfying those basic job skills and fulfilling those needs or going beyond fulfilling those needs and just being that exemplary you're just not gonna get as far. So when you go into your job know what your employer wants and that will make life a lot easier.

**Rita Benson LeBlanc**  
**Owner, Exec VP - New Orleans Saints**  
<http://www.neworleanssaints.com>

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<http://www.youtube.com/watch?v=HQJ9GDC3iJE&>

The biggest thing I think is, when you feel uncomfortable about pushing and trying to get your foot in the door just push a little beyond your comfort level. That's the biggest thing for all of these industries that are extremely popular. You just have to be willing to overextend yourself and when you get that business card follow up with them.

There's no shame in saying "You really want me." It's confidence not cockiness. There's a fine line between confidence versus cocky but if you believe and you can impress someone to take a shot with you, you'll shine. It's just that getting in. Don't be afraid to do what it takes to get in.

**Amy Rosenfeld**

**Soccer Producer - ESPN (FIFA, World Cup, MLS)**

<http://www.espn.com>

# Sports Job Boards

The following list is a collection of Sports Job Boards that can help you find your dream job in sports. There are a number of types of jobs in sports and many of these job boards specialize in specific types of jobs. We highly advise taking a look at all of the Sports Job Boards listed below to see which one is right for you!

## Work In Sports



Launched in 2000, Scottsdale, Arizona-based WorkInSports.com quickly established itself as the #1 job board and employment resource in the sports industry. Led by co-founders John Mellor and Jason Backs, Work In Sports made a name for itself in 2001 by partnering with Sports

Illustrated to provide exclusive sports employment/career content for their official website, SI.com.

Since 2000, WorkInSports.com has assisted almost 500,000 job seekers with their job search. In addition, we have worked with and posted jobs for over 4,000 different employers in the sports industry.

## Sports Careers



SPORTS CAREERS was founded in 1988 as a career resource clearinghouse providing individuals and organizations with information,

education, and opportunities for finding both employment and employees.

Over 2,000 corporate executives representing all aspects of the sports industry have presented in 18 national SPORTS CAREERS Conferences. Approximately 10,000 companies have used SPORTS CAREERS products and services to assist with their employment needs. Over 250,000 individuals utilized SPORTS CAREERS

products and services to explore or further their careers in the sports industry.

## Sports TV Jobs



You already spend countless hours working on your fantasy teams and the rest of your free time watching sports on TV, why not turn your sports devotion into a Sports TV career?

[SportsTVJobs.com](http://SportsTVJobs.com) has experts from every discipline at your fingertips and a job bank of over 3,000 sports jobs [powered by WorkinSports.com](http://WorkinSports.com)

## Sports Internships

Internships are critical to young professionals seeking their first job in the sports industry. Hundreds of sports internships are available nationwide -- find yours today!

## Jobs In Sports



Tens of thousands of people have been loyal members of JobsInSports.com over the years and with a sports employer database totaling 5117, we have the sports contacts to continue to be the leader in the market just as we have been since 1998.

We cater to all levels, from Internships to Executive positions and every level in between! Our members have access to thousands of sports employment openings that are available today with industry

leaders, professional organizations and NBA, NFL, NHL, MLS, WNBA, MLB teams, as well as minor league organizations with openings in your field of interest

## Team Work Online



TeamWork Online blends the best features of executive recruiters, job boards, applicant tracking systems, and online dating systems into the most advanced and integrated suite of recruiting tools and industry networks to help applicants find the right jobs and to help employers find the right candidates quickly and cost effectively.

The success of these employer-specific and applicant-specific innovations is proven in our results. TeamWork Online subscribing employers found 90% of their new hires in 2010 online through our system. And over 30,000 candidates found their next jobs in sports and live events through TeamWork Online.

## The Field Jobs



Not only do we have the largest inventory of available sports jobs in those categories but we have also assembled a team of experts to help you break into the sports and fitness industries. Check out our [Job Resources](#) section to get advice on how

to best position yourself for an exciting new sports career or fitness career. Check out our [Blog Team](#) to read real life success stories in finding a job in sports, a career in fitness and a recreation job.

Additionally, we know that breaking into the sports job industry can be tough so we have assembled the most sports jobs on the web to help you find the perfect sports career fit for you. Our job listings have pro sports jobs, coaching sports jobs, and even sports internships. So come try out our search today and find the career in sports that you've always wanted.

## Sports Recruitment



Since its foundation in London in 2001, Sports Recruitment International has grown into a truly global business with the largest team of expert sports industry search consultants in the world.

Operating from international offices in Lausanne, London, Singapore and Sydney, our consultant team have established an unrivalled international network of sports executives. From these offices we cover all the major global geographic sports markets.

We provide our clients with in-depth knowledge of the industry, offering specialist services by sports sector and business functions. We believe in offering a flexible and broad range of services and approaches to suit the individual needs of our clients.

## Jobs In Football



Jobs-In-Football.com offers you the opportunity to follow your dream and become involved within the world's greatest sport!

Our staff have experience of working in almost every football environment and bring a wealth of knowledge obtained from working in the UK, Ireland, America, Spain and Asia. With our worldwide contacts we can bring you many soccer vacancies and jobs in soccer that could be located anywhere in the world!

As a jobseeker we will provide you an opportunity to gain a football job by providing you a platform to advertise your CV to hundreds of clubs and football companies. As a Jobs In Football member you will be able to update, change or redesign your CV. You will have full control of your account and we will give you the tools to ensure you promote yourself in the best way possible. Our aim is to help you apply for as many Football Job Vacancies as you can.

## Sports People



Australia's leading job board for the sport, fitness, aquatic, coaching, venues, events, leisure and lifestyle sector, now offering jobs in New Zealand. First in

Australia still No. 1. The Sportspeople Jobs Market includes a free service for listing Volunteer Positions.

## Plum Sports Jobs



You won't hear most recruiters say this, but not all job searches require our assistance. Getaplumjob.net is a completely free job board powered by plum that connects hiring companies and recruiters

from sport, outdoor & lifestyle brands directly with job seekers.

## Sporting Jobs



SportingJobs.org offers all stakeholders in sport with an effective online recruitment platform on which to advertise any sport related jobs.

From jobs with local sports clubs to jobs with Governing Bodies in sport we aim to offer you a one-stop-job-shop for all sports jobs.

## Sports Job Source



Welcome to SportsJobSource.com, the only fully interactive online site serving the entire Sports Marketing,

Sporting Goods, Athletic Apparel, and Athletic Footwear markets. The site is set up to allow FREE ACCESS to the latest job listings for those looking to start or expand a career in sporting goods.

SportsJobSource.com is a SportsOneSource site, which enables you

to access the latest news and information regarding the business of sporting goods.

## Jump In Sports



Jump in Sport is part of In Sport Sàrl ([www.insport.ch](http://www.insport.ch)), which is a company based in Lausanne, Switzerland. The website was launched in September 2010 and publishes all the latest employment and internship

opportunities in sport from around the world. The website also features volunteering opportunities in sport, profiles of Academic Institution, and tips and advice to help search for jobs. Posting and searching for jobs is completely free of charge for employers and users, making Jump in Sport truly unique. With over 20,000 followers on Facebook, excellent traffic figures, and a truly global presence, Jump in Sport has rapidly become a staple in and around the sport industry.

# Sports League Job Boards



[NFL Jobs](#)

[NHL Jobs](#)

[NBA Jobs](#)

[MLB Jobs](#)

[MLS Jobs](#)



The Sports Executives Association was created for those who take massive action, and like to see results. It doesn't matter if you have 20+ years of experience or if you are just getting started. This is a place for those unique like-minded individuals to finally have a place to interact.

These individuals are part of a new generation. They value the power of networking with everyone, and adapt new ideas instead of sticking with the "old ways" of thinking. They also recognize the importance of staying ahead in new technologies and strategies to help their career and company grow.

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