

The Old Pro Turkey Hunter Revised Edition and Promotion

By Michael O. Giles

This venture was born from my passion for all things involving the wild turkey and from a desire to bring a classic turkey book back in an affordable package, while passing on some of our time-honored traditions of turkey hunting ethics and how to do things the right way.

Gene Nunnery was a successful businessman from Meridian, Mississippi who was also an entrepreneur, amateur archeologist, hunter, fisherman and inventor with a passion for life, people and the outdoors. But it was his passion for the wild turkey, all things wild turkey that led him to become a legend before his passing. Nunnery was the first turkey hunter many people in these parts ever knew. After spending a lifetime chasing and pursuing turkeys, he penned The Old Pro Turkey Hunter in 1980 and it became a classic read to many die-hard turkey hunters.

Our first order of business was to get a publisher to re-print the book so we submitted the original book to University Press along with numerous magazine and newspaper articles that I had written about Mr. Nunnery and The Old Pro Turkey Hunter book and his passion for hunting the turkeys using high ethical standards. University Press, of Jackson, Mississippi agreed to print the revised edition

The book was released in October 2019 but the work began months before the release date. First order of business was the revision of the book, so I supplied a photo of a gobbler I had taken, and the cover was revised to include the picture and new credits for Nunnery and Giles.

Secondly, I wrote a new foreword to explain the times Mr. Nunnery lived in and hunted, as well as the fact that there were few turkeys and fewer turkey hunters. I also explained his influence on young men, who also grew up and had daughters and explained how they had taken their girls to the wood as a result. Finally I explained why the book was relevant today.

Next, I secured endorsements from 5-time World Turkey calling champion Preston Pittman, Master Turkey call maker Mark McPhail and renowned turkey editor and book author Jim Casada. We included their endorsements on the back cover of the book.

Promotion of the book was the most important thing after we had the revisions in place. To get the book out and on the radar screens of turkey hunters, and collectors I came up with a Pre-Sale Promotion which included 100 signed and numbered books, signed Preston Pittman turkey calls and a one page story of how Pittman made the Champion's Choice turkey call with Gene Nunnery and then won his first World Championship while using that call three months later.

The first 100 signed and numbered books/call package sold out in one week and paid for my first order of books before they arrived.

I also appeared on radio, television, podcasts and at many events such as the Unicoi Custom Call Makers show in Helen, Georgia promoting and selling the book. The first revised edition printing was sold out in about 4 months and the second printing is going fast.

The book has been a huge success with sales coming in from all around the country and people thanking me for bringing the classic read back so that a new generation of turkey hunters could read about and own a piece of history. Sales figures were successful with sales numbering thousands of dollars.