



AUTHOR OF TEXAS SHARKS

WILL SIMPSON

A Texas crime saga from the pool halls to the Capitol

Will Simpson is an Austin native who ran poker games in the city in his twenties, in the world of pool halls, card rooms and bookies that Texas Sharks is built on. You've Got to Lose to Win is Book 1. Today he is a fractional operator and the founder of Coheronix, an application studio.

THE BOOKS



You've Got to Lose to Win
Texas Sharks Book One. Ebook, paperback, hardcover and audiobook.

Austin, 1988. Slade Garrick is hours from opening his own poker game, and it is already coming apart. Ten years earlier, a Baptist kid got hustled flipping quarters and found the only world he ever wanted. Coming of age in 1980s Texas.



The Colonial Gentlemen's Club
Texas Sharks Book Two, in progress. It all starts in a little town called Liberty Hill.

PRAISE

"The plot moves at a breakneck pace and vividly captures a demimonde that is simultaneously driven by deceit and a code of honor."

Kirkus Reviews, on You've Got to Lose to Win

WILL TALKS ABOUT

- The real world behind Texas Sharks: the pool halls, card rooms and bookies of 1980s Austin.
- Turning people he crossed paths with into characters, with considerable artistic license.
- From running poker games to running businesses: what the table teaches about numbers and risk.
- Reinventing yourself has no age limit.

"As a podcast host I have interviewed hundreds of guests. Will Simpson is in my top 5 favorites."

Jannette Anderson, host of The Maturepreneur Podcast

HEARD ON

- The Deepak Saini Show, 2026
- Great Books Great Minds, 2024

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