

HEADSETS

WRITTEN FOR COACHES BY COACHES

VOLUME 1: ISSUE 6

**BEING A GOOD
ASSISTANT COACH**

offensive
DRILLS

**TEN
COMMANDMENTS
FOR YOUR
PUNT TEAM**

PLAYER PICTURED: MALIK BROWN, CONRAD H.S. - DALLAS, TX PHOTO CRED: TOWNSEND FILMS

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Kenny Simpson
Author
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Thank you for your interest in this coaching material. I have been very blessed to connect with some awesome coaches during the past year, and putting out a collaborative work was always a goal of mine. Be sure to visit our sponsors as they have been great to support all of this work and are truly interested in coaches' education and helping coaches.

Our theme has been "for coaches by coaches" and all of the writers have been gracious to donate their time and knowledge to the coaching community. Many of them also have additional works that are great resources for coaches. Be sure to take the time to check them out.

If you have any subjects you'd like to see us address or questions you'd like to answer or even pictures to submit to make the magazine, please feel free to do so. Simply email FBcoachsimpson@gmail.com or the one who truly makes all this work at Jameysimpson@gmail.com.

Thank you,

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All Can Switch Channels	YES	YES	YES
Water Resistant	YES IP67	YES IP67	YES IP67
Construction	Polycarbonate	Polycarbonate	Polycarbonate
Engineered In	USA	USA	USA
Battery Capacity	2,300mA	2,300mA	2,300mA
Custom Channel Announce	YES	YES	Upgradeable
Max Coaches in One Group	32 All Open No PTT	10 All Open No PTT	8 All Open No PTT
Maximum Channels	6	4 - Upgradeable	2 - Upgradeable
Display Type	Customized	Standard - Upgradeable	Standard - Upgradeable
Supports Coach to Player	YES	Upgradeable	Upgradeable
Supports LoudMouth	YES	Upgradeable	Upgradeable
Group Call	YES	Upgradeable	Upgradeable
Upgradable to the X12	All Features Included	YES	YES

PROGRAM ORGANIZATION

DEVELOPING TEAM & PERSONAL GOALS WITH YOUR PLAYERS



Jeff Steinberg
Beaumont High School
California
Head Football Coach
[Coach Tube](#)
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[BOOK](#)

I really love the process of building our team each off-season and developing the players both towards their full potential. One of our big instructional units each off-season is Goal Setting. This is conducted over a month period early in the new year. The way we do this is more like a unit than a simple activity. It's best to use a classroom and do it over the course of time rather than viewing it as something that can be done in one session. Since we are working on developing the entire person the goals are related to athletic, academic and career.

Team Goals

During our 1st session I will give a lesson on what goals are and how to set goals. The acronym S.M.A.R.T (specific, measurable, attainable, relevant, time bound) as it relates to goals provides our student-athletes with clarity. We will review the process of identifying and setting goals. Players are taught the difference between outcome goals, performance goals and process goals. Players are broken into small groups (usually their off-season squads) and have them brainstorm team goals for the year. At the end of the 1st session on goal setting we have each group present the goals they identified. I write down on the white board common ones that are presented.

BEAUMONT COUGARS TEAM & PERSONAL GOAL SETTING WORKSHEET

WHY GOAL SETTING?

- You Control Your Destiny (it serves as a road map)
- Allows you to concentrate & helps motivate
- Allows you to identify your current strengths & weaknesses

KEEP IN MIND S.M.A.R.T. PRINCIPLES:

In order to have a chance to be successful in reaching your goals they must be:

S – Specific M – Measurable A – Achievable R – Results Focused T – Time Bound

In our 2nd session on goal setting, I will provide the team with the most common team goals selected. We as a team will discuss them and select the 5, we feel would be the ones the team wants to challenge themselves to achieve. Remember, I am moderating and leading, but the players are coming up with the goals. This is very important in order to get full buy in. It doesn't do any good for the coaches to come up with the goals

and present them to the team. Players must be heavily involved in the process of goal setting for the season.

Part 1 TEAM GOALS

OUTCOME GOALS	PERFORMANCE GOALS	PROCESS GOALS
1. BEAT CITRUS HILL		
2. WIN 1 ST LEAGUE GAME		
3. WIN LEAGUE		
4. PLAY ON Thanksgiving		
5. WIN CIF/WIN STATE		

Athletic Goals

Our 3rd session will focus on personal goals for the coming season. Players at this point have most likely given this area lots of thought since their exit meetings at the end of football season. Each player will list 3 outcome goals, performance goals and process goals for themselves as it relates to the position they will be playing. An example of an outcome goal could be "get reps in every varsity game" or "starting Defensive Tackle on Varsity". As a coach you should always be a little wary of outcome goals since they are not fully within a player's control. An example of a performance goal could be "average 3 yards after contact" for a Running Back. I like to see the creativity players use for performance goals. The athletes will also list process goals. These are goals that will help them on a daily/weekly basis work towards their performance and outcome goals.

Part 2 INDIVIDUAL GOALS

ATHLETIC GOALS

OUTCOME GOALS	PERFORMANCE GOALS	PROCESS GOALS
1.		
2.		
3.		

Strength Goals and Academic Goals

In our 4th session our focus will be on Strength Goals and Academic Goals for the coming season. These 2 areas are pretty important pieces to being a solid student-athlete. They will identify the performance goals (numbers) they are going to work to achieve, and the process goals related to each. For example if a player lists 305 for his Power Clean Goal he may list "work on catch phase 2 days per week" as his Process Goal related.

STRENGTH TRAINING GOALS BY AUG 2015

	GOAL	PROCESS GOALS
BENCH		
POWER CLEAN		
SQUAT		
40		
PRO AGILITY		
VERTICAL		
BODYWEIGHT		

ACADEMIC GOALS

	GOAL	PROCESS GOALS
2 ND Semester 2014		
1 ST Semester 2014/15		
S.A.T		
CAREER		

Much of this is Goal Setting form is now done online as it is set up as a Google document for the players to fill out. Following the 4th session, I will allow the players a week to clean it up and make any changes if necessary.

During our 5th and final session on Goal Setting we will review our Team Goals and Individual Goals for the coming season. Players will make sure to sign the Goal Setting Worksheet. The document is shared with all the coaches on staff so they can support each player in their position group and ensure they are working towards their goals. It also provides the coaches an opportunity to review with their position group during the summer our team goals and each player's individual goals. My experience is that when players set challenging but achievable goals, they will spend the time working towards them and feel as though we are all supporting each other and working together towards a common cause. This is one of the reasons I have found we have tremendous buy in, and all players believe they have a role in our success.

This past week I released my book along with Alex Kirby titled The Plan to Win: Resources for Building an Elite Program. It is sold along with my Total Program Manual. They will help you with Program Organization. You will find lots of great content like this included. There is over 250 pages of information. To purchase it go to:

<https://gum.co/plantowin>

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ACADEMIC GOALS

	GOAL	PROCESS GOALS
2 ND Semester 2014		
1 ST Semester 2014/15		
S.A.T		
CAREER		

Player's Signature _____ Date _____

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COACHING RESOURCES

BEING A GOOD ASSISTANT COACH



Chris Parker
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This article is for all the current assistant coaches who wish to be head coaches....

IMPORTANT: The primary thing you can do to be a successful head coach in the future is to be a good assistant coach now.

How do people get head coaching jobs?

If you want to be a head coach, it is important to understand how people get these head coaching jobs. Most people get their first head coaching job in one of two ways:

- 1) Stay where you are and be promoted.
- 2) Take over a struggling program and make it better.

There is the occasional exception to the rule, but most first-time head coaches get a job one of these two ways. It appears that sometimes assistant coaches who have never been head coaches seek out head coaching jobs across their geographic region and feel like they are being "passed over" when they do not receive the jobs. While it is true that it is sometimes difficult to get a head coaching job, they often are not abiding by these two rules. They are not working to be promoted at their current job or applying for the jobs at places that are struggling where they are more likely to have a shot.

What are the best assistant coaching jobs?

In either case, being promoted where you are or taking over a struggling program, it will be imperative that you were at a

good place as an assistant coach. Find somewhere you can learn and grow. Your current Head Coach is more likely to help you get your first head coaching job than anyone else. Do not spend your time undermining your current head coach. Instead, find times to ask questions, attend booster club meetings, and try to understand all the parts of being a head coach.

It is imperative you are learning from someone who can help you be successful down the road. Ask yourself, is the current Head Coach:

- Organized?
- Good at building relationships?
- An effective communicator?

If the answer to these questions is "yes", do not leave that assistant coach job until you have learned all you can and get a head coaching job. If the answer is "no", you may want to seek another assistant coach job in hopes of becoming a successful head coach one day.

You will find that being a head coach comes down to relationships, communication, and organization. It is rarely about anything other than these three things. The most successful head coaches are the coaches who are good at these three things.

What are the keys to being a good assistant coach?

Be Loyal – loyalty is one of the most important traits in an assistant coach. You gain respect by loyalty. It is possible to improve and push to be a head coach without undermining others.

Show improvement – never act like you know everything. Always be working to get better on or off the field. There is more time to work on the plan before you become a head coach so learn as much as you can before you take the big role.

Make your part of the team special – whatever part of the team you oversee as an assistant coach should feel like they are special. You can promote your players on social media or give out prizes for success. If the head coach puts you in charge of equipment, work to be the best equipment person anywhere. Attack whatever has your name attached to it with the best of your ability.

Never be unprepared – If you cannot handle the assistant coach organizational duties, you are not ready for the head coach organizational duties.

What do aspiring head coaches need to know about being a head coach?

Being the Head Coach is, in theory, a fun job. It is usually a popular job and people think it is glamorous. Veteran head coaches usually attest that it is not always fun or glamorous. It is a great job that is worth the hard work you put into it. When I have asked veteran head coaches over the years what they think aspiring head coaches need to know, these were the most popular answers:

There is no time to learn on the job – you must come into the job prepared. There are going to be seniors and senior parents every year and they do not have time for you to use the excuse of the new guy. You need to come into the job as prepared as you possibly can be and not assume you will get the benefit of the doubt to learn.

Scheme & Sport-Specific is the fun part – so many head coaches come into the job with extraordinarily little understanding of the non-sport responsibilities. Usually, they got the head coaching job because they do a good job on the field/court. Ironically, it will be their ability to handle all the other things that will determine how long they keep their job and how successful they will be.

You will constantly put in "no-win" situations – this is something that is hard for someone to understand who is only thinking about getting Gatorade dumped on them or something like that. You can be at home, minding your own business, and a player can do something they should not do and it immediately puts you in a bad situation. There are many different scenarios where you will be in a no-win situation and must choose whichever side benefits the program and live with the consequences.

People look at you differently – you will feel like the same person the day before and the day after you become a head coach, but people will look at you and treat you different. If you get on to a player at practice as an assistant coach, it is different saying the exact same thing as a head coach. If you walk by the custodian without saying "good morning", it is different as a head coach than an assistant coach. You must be aware that for better or worse, you will be treated differently.

Some will dislike you no matter what – over the years, we have found this to be the hardest concept for people to accept. There are very few jobs in society where people will really dislike you even if you feel like you did nothing wrong. Being the head coach is one of those jobs. Sometimes there is nothing you can do to prevent someone from hating you, trying to get your job, and more. You must accept going into the job that you cannot

please everyone. Many people say they are fine with this and then are upset when it really happens. Worry about the things you can control and make decisions to make the program the best it can be. Do not worry about how others perceive you if you have done nothing to give them that impression.

How do you know you are ready to be a head coach?

The easy answer is that you are not ready to be the head coach. No one truly gets the job ready. You will not know if you are ever really "ready", but if you are understanding these things, you are at least ready to apply for some jobs:

You do not know everything – do not act like you do. It is a quick way to not be successful as a head coach.

Realize it will be hard – most people think they have the magic formula and then quickly find out they do not. Then they get discouraged and do not try as hard as they did when they were desperate to be a head coach. Just go into the job realizing it will be hard and there will be issues. Even teams that win every game have issues.

Have a plan for everything – you need to spend time BEFORE you get the job thinking of all of things you need to do to be a successful head coach. Most coaches go into the job with a plan for their scheme but not the off-field things. You need to have a plan for everything.

Be the best you can be at the "Big Three" – the big three are relationships, communication, and organization. Ask yourself how good you are at these things. If you are not where you need to be, now is not the time to get a head coaching job. If you feel like you are good at these things, take the step! Keep in mind, most things that you deal with will come down to these three things.



LIFE LESSONS:
LESSONS LEARNED WHILE SHOVELING
SNOW: PART 2



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If you remember last issue’s article, you know a while back we were hit with about 18 inches of snow. After we had a ton of fun, we realized that in order to get out of our house we would have to clear off our long, uphill driveway. Eventually, the job was done, but as I spent a few hours doing a job I was uncomfortable with it caused me to reflect on some “lessons for snow shoveling”:

- Quick review -
Lesson 1 - The job can seem overwhelming
Lesson 2 - You need the right tools
Lesson 3 - Don’t look back

To continue -
Lesson 4 - Don’t look ahead
After making the mistake of looking back, I made the next mistake of looking at what had not been done. Bad idea. After doing some quick math in my head I figured I’d be done shoveling around April. Again, that thought of living on Ramen Noodles for a week returned.

Setting goals in coaching is a great thing to do. Having a clear vision of where a program needs to go is also great. But continuing to look at what you have not done and focusing on all that you must do can become overwhelming. Understand what must be done, but live in the moment and try to be the best you can right now.

Lesson 5 - Learn to adapt
After trying what I felt was about 20 different angles to get the ice up from our driveway, I watched my wife who was “chopping” up areas and then scooping. This was a gamechanger! What had been taking me 10-20 minutes I could knock out in 5 minutes. Learning to change my method helped.

I am a believer in being true to yourself as a coach. However, this does not mean you should not take great ideas from other coaches, including coaches that may already be on your own staff. The goal never changes, but the methods need to adapt if you are going to be successful.

Lesson 6 - Use the help
When I started to clear off the driveway, my youngest son ran outside to help. He is 8 and not exactly always great at staying on task (as most 8-year old kids are). At first I did not give him much to do, but as he started to stay with it, I realized he was willing and able to help. I told him a few extra things to do that could help. As more of my family joined in with the chore, we started to make the job much more manageable.

With coaching, you must be careful where you place your trust, and you must be sure to teach what you expect to be done. With that said, the most successful coaches have worked to create a great coaching staff. Allowing those around you to use their talents will help your program tremendously.



SKYCOACH HAS BEEN INCREDIBLE. WE SWITCHED OVER FROM HUDL WHERE WE WERE CONSTANTLY HAVING ISSUES AND SKYCOACH WORKS PERFECTLY. CUSTOMER SUPPORT IS ALSO THE BEST WHEN YOU ARE TRYING TO SET IT UP FOR THE FIRST TIME OR YOU HAVE A QUESTION. I DON'T KNOW WHAT WE WOULD DO WITHOUT SKYCOACH.

Ted Neal - Fort Smith Northside HS

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Doug Carter- Owner

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FOOTBALL 101

HOW TO READ A DEFENSE: PART 1



Chris Haddad
Bellingham HS - MA
Defensive Coordinator
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viQtory

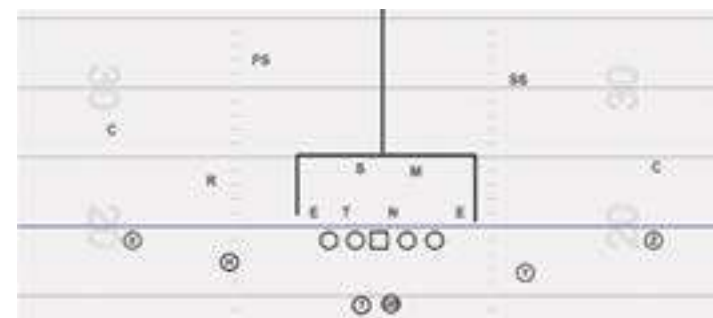
Teaching a quarterback, running back, or even wide receiver how to read a defense

is one of the hardest things a coach can do. Players need to process so much information in such a short amount of time, which can often be overwhelming.

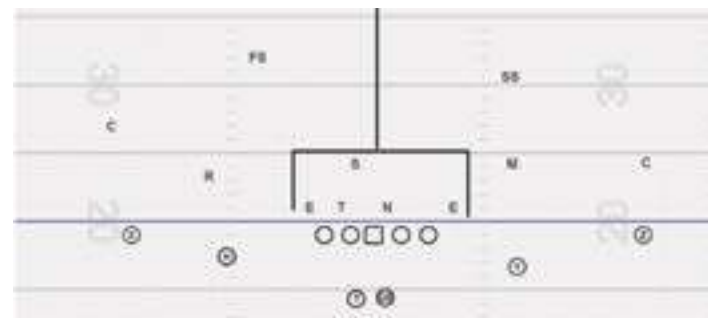
Coaches will often spend time with their quarterbacks, helping them identify cover 3, cover 4, etc., and where the weak spots are. But what do you do with this information, and how can it help a quarterback accelerate his reads?

The easiest way that I've found to teach both youth and high school players is to treat everything like it's split field. There's no reason for a youth or high school player to have to read the entire field. Make life easier on them by dividing the field in half.

Starting with the box, players can determine how many people are dedicated to the run based on the numbers inside the box. This is a big tell in how many players are committed to fitting both the run and pass.



As you can see, there are 6 players that are dedicated to fitting the run. This means there are 5 players who are dedicated to covering the pass. From a split field perspective, we can easily identify which sides will be man coverage and which side will be zone coverages.



Now, if the mike linebacker spaces himself out of the box, we have 3 over 3, meaning both sides are likely running zones.

Use this image above to help your quarterback identify defensive calls and where your offense can benefit from box numbers and passing advantages.

In part two, we're going to help you determine coverages based on leverage and depth, which can help your quarterback quickly identify coverages.

For a complete video breakdown of this concept, [watch on Tik Tok Here](#).

Be sure to follow us on all social platforms [@viqtorisports](#)

"The easiest way that I've found to teach both youth and high school players is to treat everything like it's split field. There's no reason for a youth or high school player to have to read the entire field."

HIDDEN YARDS: MAKE SPECIAL TEAMS SPECIAL

10 COMMANDMENTS FOR YOUR PUNT TEAM



Chris Fore
Veteran Coach
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[eightlaces.org](#)
[Coach Tube](#)



It's very important that your coaching staff and players know the rules of each Special Teams unit.

There are some quirky rules within Special Teams, and if you do not review those rules with your team it might just cost you a possession, or even worse, a touchdown.

1) A punt which does not cross the line of scrimmage continues in play. It is a "live" ball. All players may catch or recover the ball and advance it. Remember, this is whether it is blocked, or miskicked. So, the punt unit may recover that football and advance it. Or the return team may recover and advance it. Get on that football!

2) Stay in proper coverage lanes as you sprint down the field. Keep the returner both inside and in front of you. This leverage is important so that you do not give up a big return.

3) If you have containment responsibilities, you must contain. Trust the process. You have one job: to turn the returner back inside, to be tackled by your teammates. Keep your head on a swivel, and be aware of blockers outside of you.

4) Never overrun the ball. Break down, square up, and make sure tackles. Flying by the returner does

nothing to help your team. Beware of your speed. 5) The punt team must give the punt returner two yards in all directions of unmolested space to catch the ball. Receiver interference is penalized this "halo" is violated.

6) A fair catch cannot be advanced by either team. The fair catch sign means yield to the punt team. It is like a yellow light. Don't stop, he may muff the punt, and you can recover it.

7) A man signaling for a fair catch cannot block. He must catch the ball, or let it go, but cannot turn in to a blocker.

8) To make an evaluation on whether or not a fair catch signal was made, know that the receiver must extend one hand over his head and wave it from side to side. A signal may only be given once and it is in force. An invalid signal is penalized.

9) When a fair catch is signaled for, always expect the ball to be muffed. Keep your two yard distance and position until the catch or muff. Be ready!

10) If we "down" a punt, the covering man must stay with the ball until an official blows the whistle. The ball can be advanced if the whistle hasn't blown to stop play. Make sure to "down" the ball. Reasoning: If the covering team on a punt touches the ball, but fails to officially "down" it, the receiving team can try to advance the ball at no risk to themselves. If they make a gain, they take the gain. If they fumble or lose yardage, they can elect to take the ball where it was first touched by the covering team. Again, make sure to "down" the ball.

If this is helpful information to you, or if you are looking for a tremendous Special Teams resource, check out my latest [Special Teams product](#). It's called [HIDDEN YARDS: Make Special Teams Special](#).

DEFENSIVE CULTURE & FUNDAMENTALS

DEFENDING EMPTY SPREAD FORMATIONS WITH TE ADJUSTMENTS



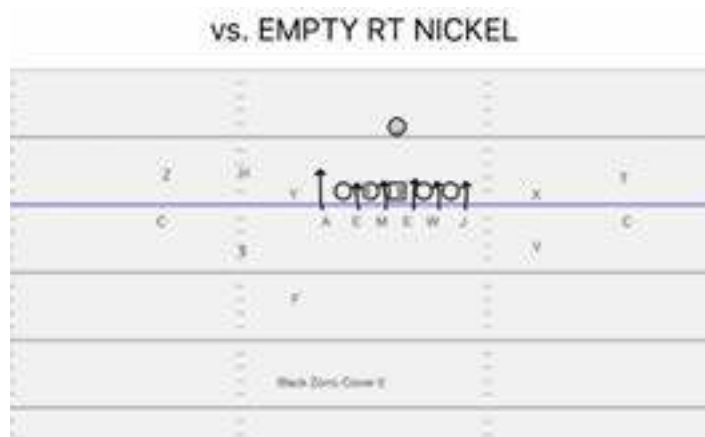
PJ Gibbs
East Lee County HS-Florida
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[@coachPJGibbs](#)

In this article, we will investigate the ways that we defend the Empty formation and how you can be multiple in the looks that you want and get the same results. You must decipher what the offense is doing in the Empty formation and break down the tendencies to see what particular front is right for your program. Is the offense getting into empty to run it or throw it? That will be the key to see what front and pressure (or no pressure) is the right fit for your defense and what your players can execute at a high level. We will start with an Empty Pressure out of our Apache front, which is our 3-down front, this is run with 3 safety personnel. The diagram below will show how we can get a 6-man pressure showing only 3-down and mixing the coverages up, as well. We called this pressure Lightning and we were playing Blue Coverage to the 3-receiver side, with the Rover having #3 control vertical. This is with either trap or invert on the back side, depending on the D and D.

Again, this is out of our 3-down Apache Package, and it is getting you a 6-man pressure with only 5 to block for the offense. This pressure can be used against the pass or run. A coaching point for the Rover is that if #3 motions, he needs to follow, and the coverage will switch depending on whatever side that the Rover is on against the offense.

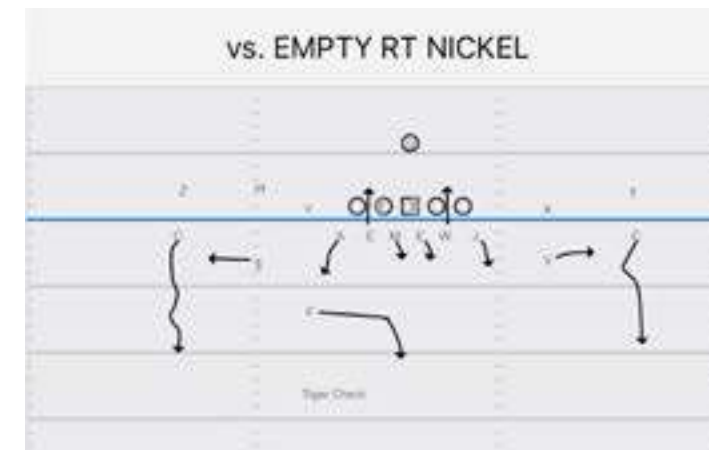


The next pressure that we will discuss is another 6-man pressure out of our 2-4-5 called Zorro. We will play Cover 0 or our Black coverage to the empty set, and again send 6 with only 5 to block us. As stated previously, when building your pressure packages, you need to have a fundamental foundation, and this is building your multiple looks. In Zorro, we will make a lucky call to set the 3-technique to left and have the DL as the shade in the weak A-gap. As described in the diagram below, we will have the Mike LB walk up in the strong A-gap, and the Will LB walk up in the weak B-gap. The Anchor and Jack will be in 5-techniques, and C-gap defenders can't allow anyone to get outside of them, since we are in Cover 0. Coaching Points for your Secondary is that throws will be quick, and coverage should be no longer than 3 seconds, unless the Anchor or Jack lose contain. You need to stress that and go over situations in different formations, motions, and areas of the field.



As you are building your pressure package, you may not want to play Cover 0 against Empty but want

to confuse the offense and have the same look. As a coordinator, this is something that you need to have a change-up in building your pressure package against Empty. In the diagram below, you will see that we give the same look as Zorro in our 2-4-5 Nickel Package. We show a 6-man pressure, but we are only rushing 2. We will play a press/bail Cover 3 behind what we call our "Tiger" Check.



This is a great change-up for 3rd and medium-to-long, or 2nd and medium-to-long yardage situations. The droppers, Anchor, Jack, Mike LB, and DE will need to keep their eyes on the QB in any QB run game. Then the Anchor and Jack need to get their eyes to the nearest receiver. Depending on what pass routes you may see, the Anchor or Jack will need to carry #3 vertical, if you are seeing a Cover 3 beater route.

Any of these pressures can be adapted to your scheme, whether you are in 2-, 3-, or 4-down situations. As a coach, you need to find out what your players can handle and what they can execute at a high level to be successful. Handling the empty formation is not easy, especially with an athletic QB, if the offense is going to incorporate a TE in the formation, or if the offense going to reduce their splits and squeeze the formation. Make sure you have concrete rules for your players to follow, and stress that they must communicate on all areas of the field. As a coach, this is something you need to go over in practice to assure that your players are prepared and ready to execute your game plan for that specific week.

CHECK OUT THESE READER SUBMISSION PHOTOS!



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NO HUDDLE NO MERCY

PRACTICING IN THE SUMMER
WITH LIMITED ROSTER NUMBERS



Shawn Liotta, Head Coach
Burrell High School-PA

[Coach Tube](#)

[@ShawnLiotta](#)

Author: [No Huddle No Mercy](#)

If you have spent any time coaching in a small school setting you have probably encountered a problem that many schools face; a lack of

numbers. These low numbers can be even more glaring in the spring and summer months while you athletes juggle other interests, multiple sports, summer vacations, and summer work schedules. I have been in this situation many times during the course of my career and because of this we had to look at ways to get quality reps and teaching done when we were not able to get to another school for a seven on seven event.

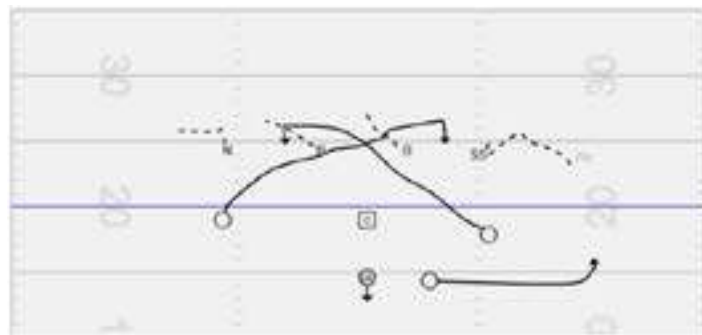
The following two drills for your passing game will allow you to utilize a group of players as small as 8 and get in quality reps for your passing game. We will use these group periods as a way to drill both our inside and outside passing attack while trying to get a "best on best" situation where our players are facing the best possible competition as we can facilitate at practice.

Inside 4 on 3 Passing Game Drill

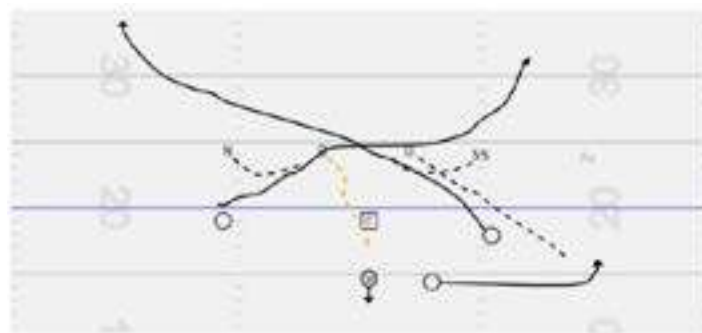
This drill is useful for our quarterback and receivers reading and executing our "mesh" route. On each play we will involve both of the crossers with the running back against four potential defenders consisting of two inside linebackers and two area outside defenders.



We will then call and execute one of our mesh concepts with the quarterback going through his progressions while the defense plays a man or zone coverage technique and the receivers adjust their routes accordingly. This is a great way to get a high number of quality reps in teaching a specific segment of the passing game while hampered with low numbers of players. This is the passing game answer to the "half line" run game drill commonly used by teams to drill their running game in a best on best situation.



The above diagram illustrates our offense executing "mesh" while the defensive undercoverage drops into zone responsibility. In the diagram below you will notice our receivers adjust their routes when presented with a man to man coverage read by the defense. It is critical that you have the defense continually switch up their looks from man to zone during this period. This is also a good time to have linebackers blitz to test your running backs recognition of his check release responsibility in the passing game.



Outside 4 on 3 Perimeter Passing Drill

We will apply the same principles to our outside passing game with a 4 on 3 perimeter passing drill. In this drill we will align with 3 potential eligible receivers to a side against 4 defenders. The alignment of the drill can feature a 1-high or a 2-high safety look with a safety in the middle of the field or aligned on or near the hash as illustrated in the diagrams below.



Outside 4 on 3 Perimeter Passing Drill vs. 1 high defense

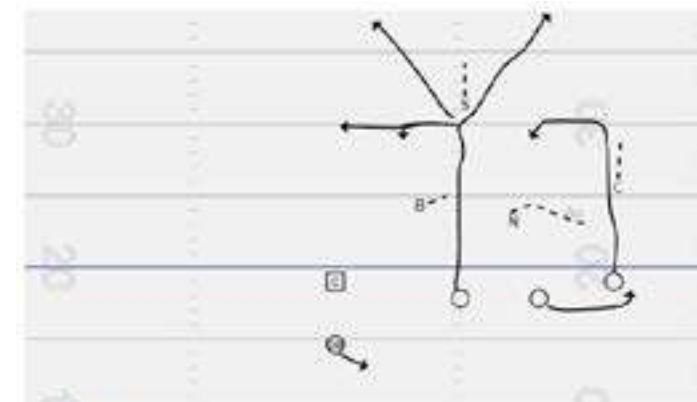
Outside 4 on 3 Perimeter Passing Drill vs. 1 high defense



Outside 4 on 3 Perimeter Passing Drill Simulating 2 high safety with safety on the Hash

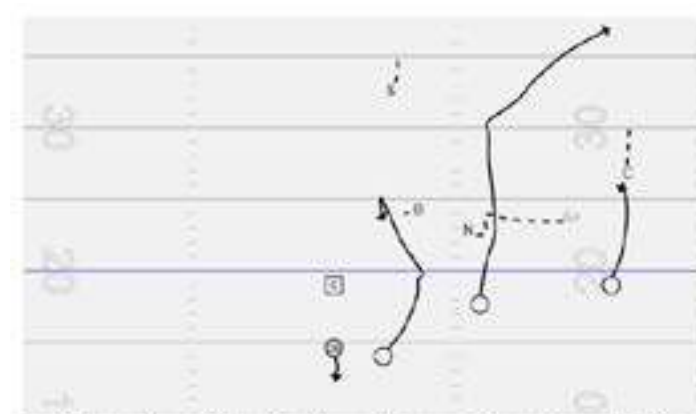
Outside 4 on 3 Perimeter Passing Drill Simulating 2 high safety with safety on the Hash

This drill will operate in the same manner as the interior passing drill with the defenders applying man to man or zone coverage technique and leverage. This will allow our quarterbacks and receivers to get a high number of reps in reading the coverage and executing a number of possible multiple adjusting routes as shown below vs. both man and zone coverage.



3 on 4 Perimeter Passing Drill vs. a Zone Coverage Category

3 on 4 Perimeter Passing Drill vs. a Zone Coverage Category



3 on 4 Perimeter Passing Drill vs. Zone Coverage Category with two receivers and a back

3 on 4 Perimeter Passing Drill vs. Zone Coverage Category with two receivers and a back

By being creative and applying drills such as the two I have illustrated above, you will have the ability to effectively drill your passing game during the spring and summer months when you may be forced with low participation numbers. The key is to get your players a high number of reps facing quality defensive looks that will allow your quarterback and receivers to get on the same page.

Coach Liotta has recently introduced an intensive 15 hour clinic seminar on his record setting passing game that combines principles of the Air Raid Offense and the Run and Shoot at the high school level. Coach Liotta has designed this course in conjunction with his soon to be released book on the passing game, creating a true interactive experience. To register for this seminar visit <https://nohuddlenomercy.com/487-2/>

DEFENSIVE STRUCTURE

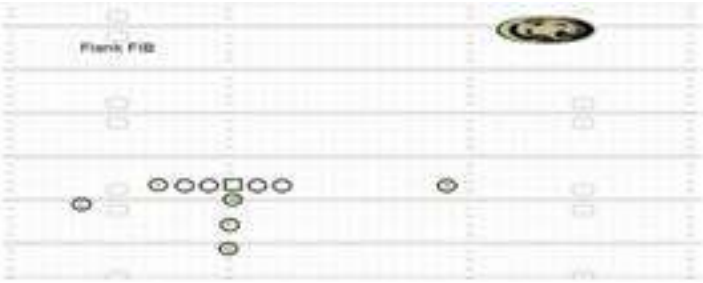
FORMATION INTO THE BOUNDARY (FIB) IN OPTION ATTACK



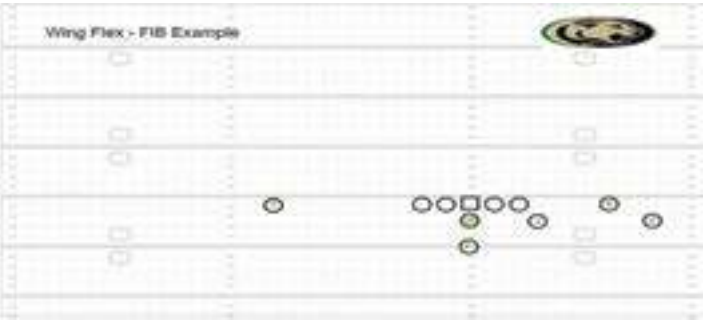
Kevin Swift
Gold Beach HS - OR
Athletic Director
[@kdawgswift](#)
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I have been asked by Coach Simpson to take a break from the Gold Beach defensive articles after a recent question was posted from a reader to discuss or write on FIB, Formations into the Boundary, from an offensive perspective. I am excited to write on this topic because as an option team, always looking for alignment advantages, we do this quite a bit.

FIB Defined: Formation into the Boundary means we are putting more skill positions to the short or boundary side of the formation. It can be the TE and a Receiver or it can be two to three Receivers into the boundary.



Flank - tells TE he is set to left with Z and we are in I Backs in to FIB / Flanker would set them to wide side.

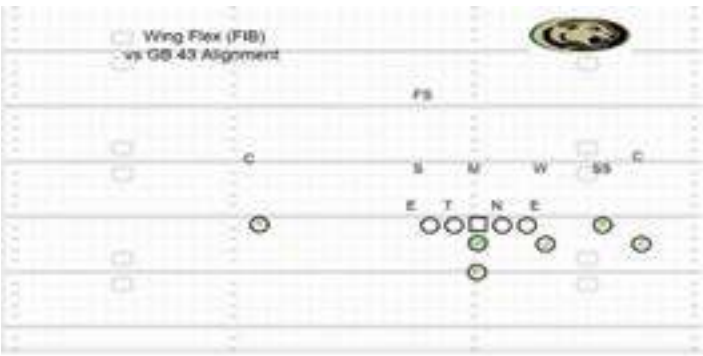


Wing Flex - tells TE he is set to left & flex or detached from OT and TB, X & Z are set to FIB / Winger Flex would set TB, X & Z to wide side.

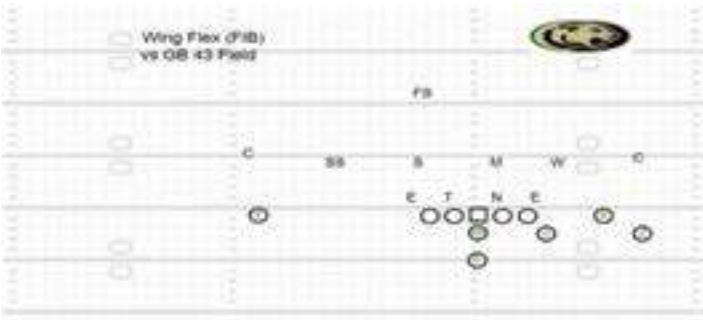
Why? There are several reasons why an OC would put the Formation into the Boundary (FIB).

**** All Diagrams for this article are just against our own even front (GB 43) as to not go overboard with diagrams and options. No Pun Intended ****

Will our opponent play the Formation or play the Field? Meaning will he treat the formation's strength to align to or will they, despite formation, use field to align? How the DC chooses to align will be a huge help to our play calling as an option team.

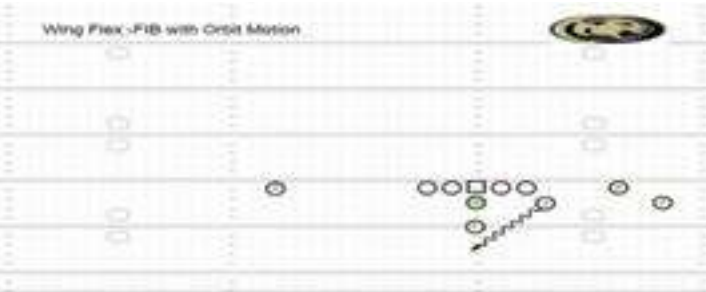


DC playing with Formation's Strength & setting his extra man / SS to the Formation



DC aligning to Field as Strength & setting his extra man / SS to the Field

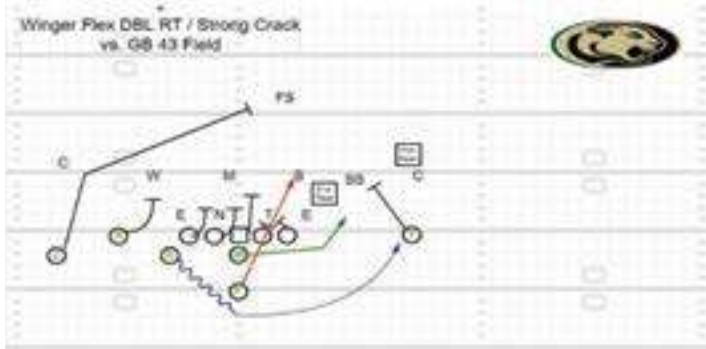
As an option team we will be interested to see how they play the orbit motion by our tailback aligned as a wing back into the boundary as well. This option style motion helps us get the SS set to the field, which as an option team we love it.



Tendency Breaker. Once we see how they are going to align to the boundary we will try to use some of our Formation and Motion tendencies against them. What does this mean? If they are playing or anticipating our orbit motion becoming the pitch man to the field, which is a tendency we have or created. We will take advantage of this at a later point in the game.



DC stays to Formation; we will work to have him set him to the field to take advantage of later in the contest.



DC starts to set SS to Field to combat Orbit Motion and Option Game. We will work to keep him there to take advantage of later in contest

When? This is something we look for when breaking down/ scouting our opponent for the week. We will try to confirm what we saw on video. We do this so we know how we want to attack the defense in critical situations or points in the game.



I love this in the Red Zone because you know that DE is going to crashing & shocked when TE ARC to Boundary Corner, with a tight aligned Z Cracking on ILB. We are tagging with Keep to get ball on edge.



We will use this after a turnover instead of taking a deep shot or on second and short if we can get formation into our sideline (superstition sorry). We show Orbit hoping to trigger some option responses. Experienced QB will open to filed and then spin and deliver Z running a quick tunnel screen.



LOL when everyone is screaming at you from the stands that you're going to have to throw on 3rd & 6! You've run it early in game in middle of field to see if it is there, and it was! So now is the time to let'r rip!

OFFENSIVE DRILLS

PIN PULL TRAP



Lee Weber, CSCS
Rose Hill HS - KS
Head Football Coach
[Coaching Resources](#)
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POSITION: OFFENSIVE LINE

FOCUS: High Tempo
Repetitions of Gap Scheme
Blocking Technique

DRILL SET-UP, LANDMARKS, & ROTATION:

This drill can be run with all of your offensive line or it can incorporate your defensive players if you are able to platoon with your team and want to work blocking gap schemes and defending gap schemes. This example illustrates using offensive linemen only. Defenders are labeled by position to illustrate where they should line up and how they should play the scout.

You should have your linemen line up in 3 lines with splits commensurate to your offensive philosophy. We are typically at 2 feet on our splits. The first player in each line will step out to play defense and move one gap to the offensive right (Diagram 1.)

You should have a defensive lineman lined up head up over the middle offensive lineman. You should have a defensive lineman aligned on the outside shoulder of the very right offensive lineman. Finally, you should have a player at linebacker depth head up over the right offensive lineman. This is illustrated in Diagram 1. Diagram 2 illustrates the drill run to the left.

As you progress through the drill, this rule will help you run this at a high tempo: You replace the man you block. You'll see this denoted by the colors in the drill diagram. I have found it helpful to also use small soft cones to denote defensive position landmarks until your players have learned the drill.

After a player has served as the scout defensive player, they

should return to the end of one of the lines. Players should be sure to take reps at each line as the drill progresses.

COACHING POINTS:

This drill is designed to get you multiple and high tempo reps at blocking technique in a gap scheme. The secret sauce is in the set-up. You can continue to use your own coaching cues and technique teaching.

The key points for us are that our very right offensive lineman is executing a down block or back block on the inside defensive lineman. Our middle offensive lineman is executing a pull and trap on the defensive lineman outside. Our offensive lineman backside is working a pull and wrap block to the 2nd level player.

We really stress great technique and angles within this drill. I also am very vocal and demanding about replacing the player you blocked so we can maximize our repetitions.

We also want every offensive lineman to get reps in each line so that all of our linemen can down block, trap block, and pull and wrap regardless of position. This allows us to have skilled lineman who can do all of these things at the position they play and be able to move positions when we need them to. For example, this allows our center to develop the ability to pull and trap so we can incorporate that into some of our schemes if need be.

We start with the defense offset to the offensive right as in Diagram 1 and then halfway through the period, we flip flop the defense to the left.

VARIATIONS

You can change the alignment of the defenders for the drill dependent on your opponent each week.

If your rules are DOWN-GAP-BACKER, you can change those alignments to allow your players to work a variety of fronts. We at times use bags instead of running this drill live to limit contact.

We add a tight end or H-Back next to the lineman blocking down and have him work arcing or inside releasing to his assignment. This requires adding a 4th defender.

We will at times work vs. vary techniques from the defensive players such as wrong arming defensive ends, mug linebackers, or tilted noses for example.

At some points, we will bring our defense down and have them take the defensive positions to work their technique. Our offensive linemen block their assigned defender and then return to another line.

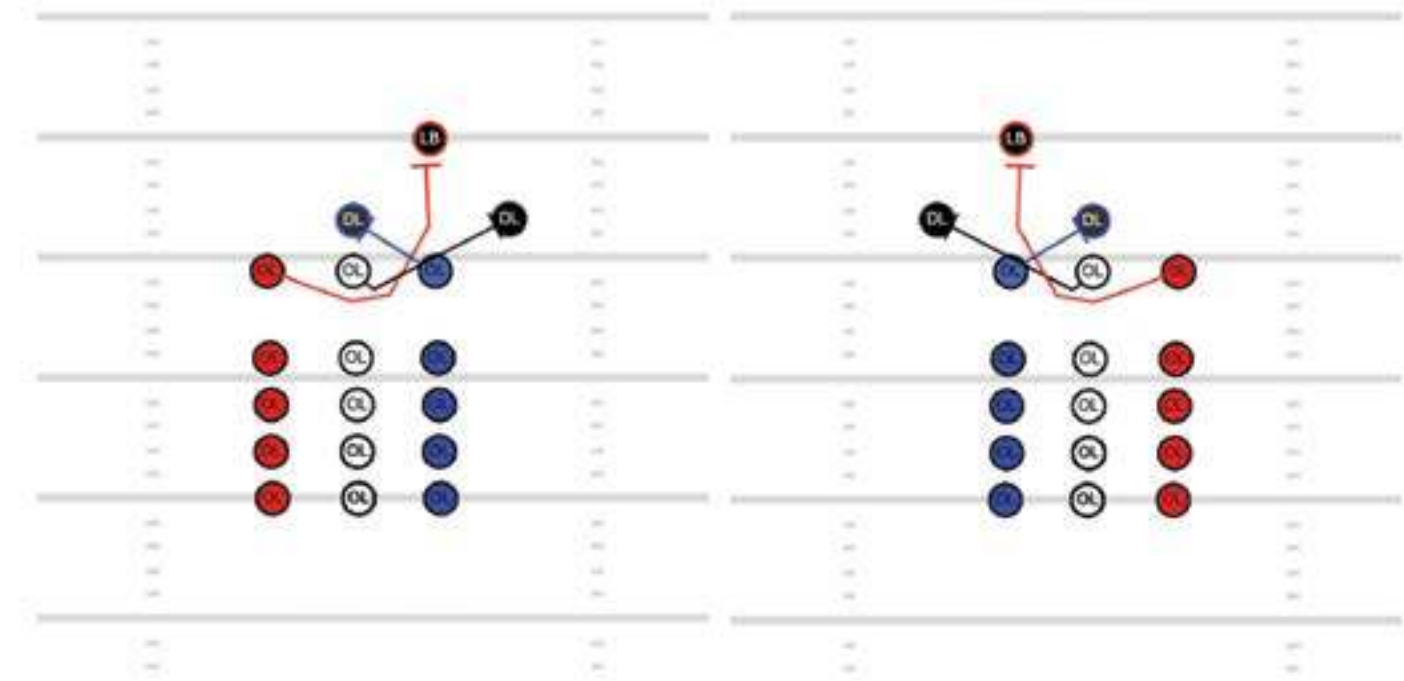


Diagram 1: Right

Diagram 2: Left



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PRACTICAL
ATHLETIC
DEVELOPMENT
WEIGHTROOM CHEMISTRY



Deerick Smith, CSCS
Southside Charter HS, AR
Strength & Conditioning/
Assistant Athletic Director
Smith Performance
[@coachdeesmith](#)

Creating a chemistry within the weight room is imperative in developing your particular sports programs. While I have my standards and set beliefs in what I want a training session to look like I always visit with our sport coaches and incorporate what they want in a session from a cultural standpoint as well. Oftentimes this means me not doing exactly what I want 100% but I think it is important to give them say and input as a strength coach it is my job to be an extension of them. The best way to go about building weight room chemistry is upholding the standards from the various sport coaches, building trust within your players and providing motivational tactics that apply to the athletes of today.

Asking various sport coaches for their input is critical when building a relationship to work with their team. When you do ask them, try to blend in different ideas they have within your methodology. For example, I despise doing “finishers” at the end of workouts, I feel it is a waste of time and time could be much better spent doing something else within the session. With that being said our Head Football Coach loves them and wants to do them so in the football session we are going to do them. I could get hung up on what is ultimately 5 minutes of time 1-2 times per week and sour a good relationship or just do a finisher that isn’t going to hurt the kids

and continue to get the most out of their sessions on the other days. Also while most sport coaches are going to say they want to get faster, build a better core, become more explosive, increase strength and increase vertical it is still important to ask the question as to what they want out of their off-season program. This gives them a say within the program and will help buy in from their athletes. It is also important to show them your various plans for achieving these goals. For example, a basketball coach may see their athletes doing hang cleans and think “how is that going to increase our vertical or explosiveness” explain to them the reasons for the particular exercises in many cases they simply just don’t understand the methods to what you are doing.

It is also key to build trust within your players and that has to be a two-way street, when you make a mistake as a strength and conditioning professional own it and tell the kids you made a mistake. In a recent session one of our volleyball girls had a towel on the bar during front squats because she did not like the way it felt on her collarbone, I asked her to take the towel off and perform it without it and she asked “why” I thought about it for a second and actually had no reason as to why she should. I wanted her to do her front squats according to the reps and percentages/ bar speed and she was doing those, the towel was harming her in no way and not hampering her movement in any way so I simply told her “I don’t have a reason, your right”. The weight room doesn’t need to be run from a pedestal,

share in your mistakes and your athletes will buy in will increase tenfold. As strength coaches we often pass blame to the athletes when in most cases it’s often our fault. As a professional I say “I did a terrible job coaching you in that” more than I will ever say “you didn’t listen to what you were told”. It is also important to have a short memory and not carry over what happened in a previous session into the next session. Last season we had an athlete who simply unracked the bar and stood in place for several seconds and then racked it again, never doing one rep of his squats. I watched this for the entire station of work and called him out at the end of the day accordingly. However, I never let this carry over to the next day and now this young man is one of our hardest workers. You also need to always let your athletes know that you care and understand where they are coming from because in many cases we take things for granted that we have access to and they may not. I will never forget in my first strength and conditioning job berating a kid for not making his nutrition a priority and always being lethargic and cramped out during our warm ups. I went on a tangent about how if you make drinking water and nutrition a priority then you will not cramp. I was looking at it from my perspective, while not rich by any means at the High School level you are able to have a comfortable living in terms of having access to foods and resources. This young man left our training sessions, went to work until ten at night and went home to a house with no running water and no electricity in many cases. I have never felt as low as I did as when I was berating him for not drinking water and him simply informing me that “I CAN’T DRINK WATER WE DON’T HAVE ANY”. I will never forget that moment as a coach and for him I am extremely thankful.

I hate when I hear coaches say “athletes just don’t work as hard as they used to”. I think that could not be further from the truth. However, I do think what motivates athletes has changed. Athletes today want to know why they are doing something more than ever not just because “Coach said so”. Athletes today also want to show the world that they are in fact working hard in many cases often through various means of social media. Use this to your advantage as a coach and utilize social media as a means of showcasing your athletes and what they are doing. If you don’t want to do it yourself appoint someone on staff to do so. A simple twitter shout out or post of them on your IG story can go along ways in increasing their motivation in a particular

session rather that’s in vain or however you view it that’s how many of the athletes of today are motivated why not use it to your advantage.

As a strength coach at the High School level you have to wear many hats aside from just being the strength and conditioning coach. We oftentimes have to be a tutor of various subjects, bus driver, defacto team nutritionist, teacher and various other titles. Use these other times to build relationships with your athletes as well, uphold the same standards in these other roles as you do in the weight room and provide a measure of consistency that your athletes can learn from.

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FREE

OFFENSIVE
RESOURCES
SHORT YARDAGE/GOAL LINE OFFENSIVE
PACKAGES



Brent Morrison
Westerville Central HS-Ohio
Head Football Coach
[@BrentMo03800724](#)

As a coach that loves pace and going fast, I always struggle with how to handle a short yardage situation. I have completed many short yardage situations by simply accelerating and catching a defense off guard. There is a lot to be said about just doing what you do every down and running your normal offense everywhere on the field.

In the last few seasons I have had a change of heart on the short yardage and goal line packages. We noticed that it brings an extra level of energy to the team when we run this crew on the field and they hammer out 3 yards on 4th and 1 or we score on 4th and goal.

There are benefits to both ways of handling these situations, so we will make sure we are prepared for both. I typically will keep the base offense on the field if I feel like we have serious momentum at the moment. I don't want to disrupt the flow of the offense by having big personnel changes or slowing down. I see this situation like a basketball game, you push and push while you have momentum and try to capitalize on it. I will use the short yardage package when I feel like we have been struggling on a drive and I want to really shift momentum in our direction. There is nothing like converting a short yardage situation when everyone knows what is coming and you just dominate.

Each year when we develop our short yardage package we ask these questions:
What personnel do we want?
Are we better at Gap or Zone Runs?
Do we want a passing threat?
How big do we want the playbook?
What are we going to call it?

What personnel do we want?
I have seen this handled many different ways but essentially, are you bringing in extra lineman or are you bringing in FB's

and TE's? I typically fill this need by bringing in extra OL if I have them to create gaps and then I find the toughest mid-sized hitters on our team. These are normally DL and LB's. We bring them in and place them in the TE or FB position. I want hitters on this unit. We need fearless people that will move their feet on contact.

Are we better at Gap or Zone Runs?
We will approach building these packages based on the run play we are going to use in the most important moment of a game. If we are going to be a Zone team, then I do my best to create extra gaps for the defense to defend. The hope is that we stretch the defense so thin that no one can double gap and force pass-first defenders into run-first roles. Here is an example of one of those formations we use. It is hard to see but there are 5 down lineman on the left side of the center and only 3 on the right. The defense has a lot of guys close to the line trying to hold gaps that don't want to be there. The unbalanced look has also hurt them because we have 5 blockers to the left of the center and they also have 5, one is a safety at 6 yards and another is a corner playing 3x4 outside leverage.



If we are a better GAP team and we want to run power then we will use a formation that incorporates some FB's into the formation. If you look at the formation below we are a balanced OL(3 and 3), but on the snap we add 2 lead blockers to whatever side we need. In this structure they are balanced with 5 defenders on each side and a non-factor safety. So again, we win the 5 v. 5 battle. The backside MLB can run the hump and make the tackle, but you have hopefully gained 1 or 2 needed yards. On a side note, be aware of your state's policy on cutting. In Ohio both players must start on the line of scrimmage and the cut must happen immediately. Everytime I run power out of this formation I remind the officials that our FB's can not be cut. Frequently the edge players will run in and take out our legs which should result in a penalty and free first down. In this package we do not pull guards. With all the strange defensive front possibilities we don't want to risk a run-through.



Do we want a passing threat?
In the formations shown above the only pass threat we have is play action to TE's. We have had success on this play, but playaction in this situation is either a TD or a huge hit on your QB. Sometimes we will split out our best WR and try to get single coverage or tempt the defense to move out an edge defender to help in pass coverage. Here is a great example of how the WR gets respect by the corner moving out and they give us a soft edge on the right. We have great personnel to max protect or run power to the right.



Below is another example of a team paying a lot of respect to our passing threat. We removed 2 defenders by extending 1 and the safety in the middle of the field is staring at him, so clearly he is a pass-first defender, which means to the right we are 4 for 4 blocking on the snap with the two FB's.

Then there is the 0 passing threat approach. We have had years where we want to add 10 blockers into the scenario and we either allow the QB to run the ball or remove the QB from the game and let the RB receive the snap and run. Obviously this decision becomes very limiting in play design and play calling, but may be the most effective at converting. Here is an example of a direct snap formation that Kenny Simpson used. Another creative way to do this is have a call where the QB lines up at WR and the RB moves to catch the direct snap. I promise they will guard the QB, just in case they don't, make sure your RB can throw it to a wide open guy.



How big do we want the playbook?
You must really decide how much of an investment you want into this package based on how much you plan to use it. I will have games where it never gets used and others when the package does so well and the defensive alignment is so advantageous that I just leave them on the field until it gets stopped. In a typical year I will have 2 base runs, a counter, a drop back pass and a play action pass. I try to keep all of the concepts the same as we would run in our normal offense. Remember that there is some personnel in the game that typically isn't on the field for offense so keep things simple for them.

What are we going to call it?
This may be the most important part. In our system we typically call packages "10" or "11" based on the number of RB's and TE's in the game, but we decided that this package needed to have a special name in order to set the tone for the moment. One year we called it "Franchise" because this was the most important moment in the Franchise's history and everyone was on deck. This season the players wanted it called "DQ" as in Dairy Queen, because when you are a little kid and you win a game a trip to dairy queen was always the reward. Let the kids have fun with the naming and don't be scared to change the name every year. Our OL will get together with previous years and argue if the "Thunder" package of 2017 was better than the "DQ" package of 2020. It is amazing how much our players love the moments when our coach in charge of personnel yells out "DQ!" Our players on the sideline know that many of the members of this unit are down talking with the defensive coaches during the game, so it gets yelled out by all of our coaches and players. Our student section even gets excited about this crew running on the field and they start chanting "DQ, DQ, DQ, DQ!" Every season this becomes a battle cry that our team rallies behind.

These packages can truly be beneficial to your program if you take the time to consider the above items. Please feel free to contact me with any questions.

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- Setting up Template & Library Folders
- Drawing Explanation
- Using Borders & Stencils

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- Best practices from current PQD-using football coaches
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GUEST WRITER

GREEN AND GROWING



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My name is Jason Davis, and I have coached for 20 years. I have worked for and with great head coaches and assistants in my career. My coaching stops along the way have been Millsap, Henrietta, Van, Honey Grove, Farmersville, Navasota and Alvarado, all in Texas. I am currently the defensive coordinator at Alvarado High School. I certainly do not know it all, but I have a desire to share some of my thoughts with younger coaches in the profession who are aspiring to climb the ranks. My desire is to help these coaches understand some ways to possibly expedite their ascent to their goals and to be prepared once they get there.

Find a mentor:

My mentor was Gregg Graves. Gregg was a long time defensive coordinator at Henrietta High School. I went to work in Henrietta in 2004. I was not looking for a mentor when I was connected with Coach Graves, but working with him forever changed the way I coach. Here are some of the many ways my mentor changed both my mentality and the way I work: Coach had a universal language he used to describe offensive formations and plays. There are very few formations that I have to draw because I do not have the terminology to quickly describe it. He also had a system of naming the play that would tell you the motion, pulls, and scheme of each play just by how he called the play. It is important that if you are going to be a defensive coordinator, you better figure out a system like this or you are going to be behind.

Another thing Coach Graves taught me was how to work. Henrietta was my second coaching job, but I really did not know how to work a little extra. During my second year at Henrietta, I figured out that Coach Graves was getting to the office a little early. So I asked him what time he was getting there, and he told me something like 6:00am. So I showed up at 6:00, and he was already there working. I was bound and determined that I was going to beat Coach Graves to work. I had to start getting to the office between 3:30 and 4:00am to beat him. I was just sitting in the office waiting on him to show up. I started trying to

do things for him that he did in his weekly routine, so he could spend more time watching film. I knew what was expected of me and I knew I was going to get that done, so I tried really hard to make his job easier. I did all the tendencies for him, drew the scout cards for him and configured a method that made it easier for him to do the formation board on Monday mornings. The extra work I put in, over and above what was expected of me, not only helped Coach Graves out, but proved beneficial for me as I was able to learn so much by doing so much.

He was a formation guy, meaning that he wanted to make sure our players could check us into the correct formation and coverage based on what they saw. We would teach our guys what we wanted to be in each week, when we watched film with them before school every Monday and Tuesday at 7:30am. What seemed complicated on Sunday in terms of alignment was proven to be far less difficult on Wednesday due to the fact that our players were able to execute alignments from watching film and practice.

I also learned how to watch every offensive guy on film looking for tips. Once we knew how we were going to check, I spent the rest of my time during the week looking for tips. You will be amazed at what you find if you just watch film. Here are a few examples: One week, I noticed that the quarterback's feet tipped the direction of the play. If his left foot was back they were going to our right 100% of the snaps. If his feet were even it was a pass or they were going left. I would be so proud when I would find something like this. I would show Coach Graves this intel and we would adjust the game plan accordingly to give our players a better shot of winning. One year, we probably won a playoff game over a team that was better than us because they had an offensive lineman that was telling us run/pass pre-snap. So our corner to that side would signal the secondary what was coming and we would change our coverage accordingly, but the box knew if it was a run or pass play. Watching film is an easy way for a coach to have a major impact on a game, even if they are not a big contributor on Friday night based on their title. Don't get pigeonholed:

My goal was never to be the head coach in football. I know that probably makes me atypical but I had several reasons why. I do not enjoy dealing with parents any more than I need to. There have been a lot of times, I have been so glad I got to go to class, rather than have to sit in on a parent conference, or deal with some fire that I (if I were the head coach) had nothing to do with

(continued on next page)

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starting. Instead, my goal was to be a coordinator. When I was in high school I played tight end and linebacker. So when I was hired for my first job at Millsap High School, my resume did not scream “he should be the offensive line coach.” Not only was I the offensive line coach, but we ran the wing T. I did not realize it at the time, but that experience that I certainly was not qualified for was invaluable to me as a future defensive coordinator. I learned how hard it was to get five guys to get it right on every single play. I learned how pre-snap movement and multiple looks caused the o-line coach a lot of headaches. I also learned that if you cannot block it or teach it, it really does not matter what scheme the offensive coordinator wants to install.

Too manytimes in coaching, guys start coaching a certain position and that is all they coach for a long period of time. It would be more beneficial if other than the coordinator positions, the head coach would move coaches around to other positions so they can gain the experience and foresight they will later come to depend on. When I was at Millsap, I coached the o-line and linebackers. When I was hired at Henrietta, I was hired to coach the defensive line. After a couple of years the secondary spot opened up and I was allowed to coach the secondary. It was invaluable to me as a future defensive coordinator to have coached every position on the defensive side of the ball. The offensive line experience also helped me to understand blocking schemes. I still think most of the time that as a defensive guy, the offensive line will take you to the party.

It is important for young guys to figure out what their five-ten year goal is and develop a plan to achieve that goal. The importance is not only to achieve that goal, but to develop a system along the way, so that once you get the job you know how you are going to attack the job because your experience along the way has prepared you to do so.

When I was hired at Millsap, I had no idea what I was doing and what I wanted to be as far as a coach in five to ten years. I figured out what I wanted to be when I was hired at Henrietta. Coach Graves was an incredible coach and mentor, and I wanted to emulate him as best I could. So once I figured out that my goal was to be a defensive coordinator, I started trying to prepare each week, as if I were the DC. I would break down all the games and organize it just like I was the DC. Coach Graves never wanted the defensive coaches to watch film together on the weekends. I was always confused by this. So one day I asked him, and he said he did not want a lot of ‘yes men’. Often times, when coaches watch film together, they all develop the same opinion and have the same ideas. Coach Graves wanted everyone to watch film on their own so we could get some unique thoughts for the upcoming game within the realm of our scheme.

Don’t be afraid to ask:

When I found out in the Spring of 2007 that I was going to be coaching the secondary, I knew I needed to find ways to develop my knowledge. This was way before twitter and the digital age. So, I found a list of all the colleges in the United States, and in my spare time, I emailed every defensive coordinator or secondary coach. I asked them to send me their teaching manuals and/or drill tapes. I got so much information from doing this. I have drill tapes that I still look at to this day. I also went and visited coaches at both Tarleton and Midwestern during that semester. I figured out a long time ago that if there is someone out there that could help me, I was going to ask. The worst thing that could happen is they would say no or not respond. But, many of these coaches can be a wealth of knowledge and are willing to share what they know if you just reach out and ask.

Be irreplaceable:

There is an old saying in coaching that says, “You have either been fired, or you will be.” While there may be a lot of truth to that, I know for a fact, that I will never be fired because I was lazy. You have to do the things that need to be done without being asked. I have been coaching for 19 years and I do as much laundry today as I have ever done. When you hear your boss talk about things that need to be done, just go do them if you can. Ask your boss if there is anything you can do to help. There are going to be good seasons and bad seasons, but if you can add value by working hard it may make it harder to be fired. I tell our coaches on the defensive side of the ball at Alvarado, that the game will always reward effort. The players who work hard and do extra will always get more from the game. In the same way, the coaches that watch a lot of film and do extra preparation will always be rewarded. The game of football and the game of life are the same in that both will reward hard work.

Know your role:

It is important for young coaches to remember that they may make suggestions but the head coach makes decisions. I have seen many instances when assistants get frustrated at the head coach because they do not like the way he does something, or because he does not take their suggestion. Most of the time the head coach has the benefit of experience on his side when he makes decisions. He has to make decisions that are within the framework of every program most of the time, not just football or another particular sport alone. I have also seen young guys get frustrated when the head coach or coordinator jumps in and coaches their position at times. It is important to remember that it is probably not going be the assistants’ job on the line when administration starts making decisions on who should be replaced.

Build relationships:

I heard on a podcast one time, where a lady said, “I think people have two lives. The second one starts when they realize they only have one.” The same can be true in coaching. When I first started coaching all I cared about was the end result. I thought it was ultimately important what our record was. At some point in my career that mindset changed, when I realized that the Good Lord did not really care about that game’s outcome. The relationships I make with the young people I coach are way more important than the outcome of a particular game. The kind of husband, father, and overall human being they turn out to be in life is so much more important than the kind of player they are. Remember, players do not care what you know until they know how much you care. The way our players spell love is T-I-M-E. If your players do not like you, you will never get the best out of them regardless of what you know. As former NFL player, Chris Harris, was quoted in a podcast saying, “Rules without relationships will lead to rebellion.” There is so much truth to that.

Have a growth mindset:

Even though I have been coaching a long time and have been a defensive coordinator for a decade of that time, I still learn new things and new ways to do things every day, week, and year. You can get better all the time, and you are either green and growing or ripe and dying. I told a young guy this a few years ago, “You will look back in five years and realize what an idiot you were.” He thought he was a bad coach and doing things wrong. That was not the case at all. I just knew that if he changed his mindset, worked hard, and continuously found ways to get better, he would be such a better coach in five years because the same is true of all coaches in the profession. This needs to be true for all of us, where continual growth is the goal, or perhaps we should pursue something different.

Ideas for Growth:

- Clinics
- Staff roundtables
 - Podcasts
 - AFC A Inside the Headset
 - Run the Power
 - Coach and Coordinator
 - Keep your Pads Down
 - Make Defense Great Again
 - Brian Kight
 - Pathway to Victory
 - Youtube sessions (Coach McKie among others)
 - Coaching visits

- THSCA events (Coaching School, Leadership Academy, Power of Influence Meetings, and Regional Meetings)
- THSCA and AFCA resources (podcast, magazine, weekly newsletter, and convention)
- Books
- Staff meetings in the Spring within your own staff
- Coaches Outreach

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