

## 2) Master Plan Formulation (short-notes)

*“A goal without a plan is just a wish.”*

- Larry Elder

In this step you will learn which actions must be taken, in order to achieve the most common long-term goals soccer players have.

### **3 Most Common Long-Term Goals:**

- 1) *Make a higher level team.*
- 2) *Play college level (earn scholarship).*
- 3) *Play professional level (sign a contract).*

Regardless of which goal you want to achieve...

I believe every player looking to reach the “next-level” will benefit from creating their own “Digital Promotion Kit”

There are 3 different components to your...

### **Digital Promotion Kit (DPK)**

#### **1) Player Resume (CV)\***

-> Summary of playing abilities, experience, and achievements.

#### **2) Highlight Video\***

-> Visual showcase of player’s skills and abilities in real matches.

#### **3) Social Media**

-> Displaying your vision, ability, and progress online.

### **Player Resume Components:**

- Soccer specific picture of self (showing physique)
- Full name
- Age
- Position
- Height & Weight
- Preferred Foot
- Nationality
- Languages
- Last Club
- Recent playing experience and related statistics
- Notable personal achievements

### **Highlight Video Components:**

- Under 5 minutes
- Showcase your “position specific skills”
- Fast paced (no downtime between clips)
- Clips from real matches (against respectable opposition)
- Easy to identify which player you are on the field

**Every year you should update and improve your DPK.**

# How to make the team (higher level)

Although it's not always necessary to follow these steps at certain levels. It will make you stand out from everyone else and give you a great first impression with the coaching staff at your new club.

## Steps to make the team:

### **1) Research**

-> Use the Internet, friends, or other sources to find out which clubs you can play for. Discover how to get an opportunity (how to join the club).

### **2) Connect**

-> Make contact with the coaching staff prior to your first meeting.  
-> Send your Digital Promotion Kit

### **3) Prepare**

-> Get into your best form before your first opportunity to perform.

### **4) Perform**

-> Use the methods you will learn in (step 4) to give your best performance in this new environment.

# How to play at college level (earn a scholarship)

If you want to play soccer in college, your grades are important.

If you are a great player, they may be able to make certain exceptions for you.

However, if your grades are not up to their standards. It makes it more difficult for college coaches to get you onto the team.

## Methods to make college team:

### **1) Scouted**

-> Only happens for players playing on top teams or playing in showcase / top regional tournaments.

### **2) Identification Camps**

-> Usually by invitation. However, some colleges will hold potential ID camps prior to the start of the season. Research and find on their website.

### **3) Referral**

-> Use your friends / teammates / relatives to make contact with the coach.

### **4) Self Promotion**

-> Contacting colleges on your own behalf and request an opportunity.

### **5) Recruitment Agencies**

-> Let professional companies complete the acceptance process for you.

### **6) Online Player Profile Sites**

-> Put your DPK online and let coaches find you.

-> You can also reach out to coaches on these sites.

### **7) Walk On**

-> Attend the open tryout prior to the beginning of the season. Research and find on potential dates on their website.

With each of these methods you can and should use your...

Digital promotion kit to stand out from the crowd, make a stronger connection with the staff, and show them what type of player you are.

In most countries all student-athletes are given a small base scholarship.

However, different schools can offer different scholarship amounts based on their available funding or how much they value you as a player.

There are also different methods that you could potentially use to get more money than the base scholarship amount.

### **Additional steps to earn scholarship money:**

#### **1) Ask and you shall receive.**

-> Don't be afraid to ask the coach if they have any additional scholarships available which you may be able to receive.

#### **2) Search for scholarship applications online.**

-> Most colleges give the opportunity to apply for a variety of different scholarships that are not associated with playing soccer.

#### **3) Maintain your best GPA.**

-> If you have higher grades, you will increase your chances of receiving certain scholarships.

# How to become a pro (sign a contract)

There are millions of players around the world who are capable of becoming professionals. However, very few do.

The reason is not, that they are not good enough.

It's because they haven't used the right methods to find their opportunity.

## Methods to make it pro:

### **1) Scouted**

-> Only likely to happen in countries with developed professional systems.

### **2) Youth Academy**

-> Join an academy associated with a pro club as young as possible.

### **3) Player Agents**

-> Find an intermediary who can use their connections to find you a club.

### **4) Football Trial Agencies**

-> Sign up to regularly attend credible trials, where multiple scouts from different clubs will be looking for players.

### **5) Showcases / Combines**

-> Attend similar trials (like above #4) but this is a one time event.

### **6) Referral**

-> Use your personal connections (friend / past teammates / relatives) to get an opportunity at the professional level.

### **7) Self Promotion**

-> Act as your own player agent and contact clubs expressing your interest.

### **8) Open Tryouts**

-> Certain clubs may offer tryouts to the public.

With each of these methods you can and should use your...

Digital promotion kit to stand out from the crowd, make a stronger connection with the coaching staff / agent / agency, and show them what type of player you are.

## **Actions Steps for this section:**

**1) Identify your specific long-term goal.**

**2) Choose your strategies**

-> The more methods you use, the more you increase your chances.

**3) Plan small daily actions.**

-> What will you do each day to follow through with your strategy?

**4) Review and adjust.**

-> Is this method working? If not, what do I need to change?

Complete these action steps (first 3) before you move onto the next step of the Soccer Success System.