

The Coaching Manual Media Pack

Content

As a celebration of our new partnership, we wanted to share with you some materials that your audience will find really useful!

We've created a Google Drive folder that contains a range of content, including useful articles for coaches and parents from our TCM and TopTekkers blogs. Use the ones that are right for your audience. Click the button to access:

[Click here](#)



Partner announcement

An announcement containing relevant quotes and information from TCM - please feel free to make your own edits and additions before publishing



Social media posts

We've put together some ready-made posts and imagery for your social media channels, including:

- Activities for players
- Motivational quotes
- Useful infographics



Blog/Newsletter content

Your audience of coaches, parents, and players will benefit from our TopTekkers blog content, which includes well-researched articles on:

- The importance of training your weaker foot
- How 'screen time' can be used to help your children/players
- The importance of developing healthy habits
- Pros and cons of private soccer training
- and more...



How healthy competition helps your child's development

TOPTEKKERS

Club Focus

We would also love to celebrate our partnership by inviting you to participate in our Club Focus series, in which we ask you a few questions about how your coaches are getting on with The Coaching Manual. Here's an outline of the questions we would need and the media we would require for your Club Focus content. If you are interested, please contact your account manager or richardr@thecoachingmanual.com



Questions

- Why did you decide to partner with The Coaching Manual in the first place?
- How has The Coaching Manual helped your club and coaches?
- What are the main differences you've noticed at your club since you started using The Coaching Manual?
- How have the players benefited?
- Do you use the platform to communicate your club's playing and coaching philosophies? Do you find that the platform has made it easier for cross-club communication overall?
- What is your favourite session on The Coaching Manual?
- How do you find the usability of the planning tools? (Session, diagram, season)

Multimedia

Essential

- Club Logo
- Photograph of facilities
- 'About Us' club boilerplate

Desirable

- Video of training/match
- Access to coaches to interview over Zoom

OTHER RESOURCES

Branding

In our Google Drive folder you will also find a folder containing a bank of The Coaching Manual/TopTekkers branding materials to use as you see fit

Multimedia

Additionally, the 'Multimedia' folder contains embeddable videos and session previews that you are free to publish on your channels if you wish.

[Click here](#)



USEFUL CONTACTS

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