



FOOTBALL RUN GAME

CHEAT SHEETS

14 PROVEN STRATEGIES FOR DOMINATING THE GROUND GAME

GREAT OFFENSES RUN THE FOOTBALL



CORE CONCEPT

There is nothing easy or sexy about running the football, but there is no doubt that if you want to have success as an offense, it is absolutely necessary that you run early and often. This doesn't mean you have to lineup in the I form and pound the ball up the middle - use your entire arsenal of inside and outside runs as well as mixing in misdirection runs and quarterback options to really put the defense on their heels.

WHY IT MATTERS

If you want to have a tough, physical offense and defense, it is vital that you run the ball both in practice and in games. Constantly passing may yield more big plays, but it will make your offensive line passive, unable to grind out those tough yards when you need them to. It will also keep your defense tough by running against them in practice, keeping them from becoming soft and vulnerable to a team that likes to pound the ball up the middle.

Aside from keeping your entire team tougher, the physical toll of having a team smash them, down after down will tire out the opposing defense and lead to longer drives, which will in return give your defense more time to rest.

From a purely strategic standpoint, running the ball will make passing the ball easier as well. When facing an effective run offense a defense will eventually begin to cheat up towards the line, and sometimes even bring the strong safety down into the box. This will make them much more susceptible to downfield passes - even more so when you begin to work some playaction into your playcalling.

USE OPTION ACTION FROM THE



CORE CONCEPT

The shotgun has long been a formation for passing the ball, but in the occasional draw, it has often been a game-changer.

By incorporating the option into the shotgun, you force the defense to respect the run game, taking the shotgun to the next level.

WHY IT MATTERS

The triple option, whether run from the I formation, wishbone, or now, from the shotgun, is one of the toughest run plays to defend in all of football.

By adding this play to the shotgun, we no longer allow the defense to load up on the pass, as the option has forced them to respect the run game, taking the shotgun to the next level.



MISDIRECTION RUNS ARE A MUST

CORE CONCEPT

In the same way that a draw punishes a defense for being too aggressive in trying to get to the quarterback, a misdirection run punishes an impatient defense that flows too aggressively in one direction of a run, and as a result, slows down the defense.

WHY IT MATTERS

Plenty of misdirection plays and the defense remains the same in all of them. We make the defense think we are running the ball and ignoring all abilities on the back side.

Misdirection runs mixed into your offense will only will you get big gains on the back side.



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INTRODUCTION

Welcome to “Run Game Cheat Sheets,” your ultimate guide to mastering the art of the running game in football. Whether you’re a seasoned coach looking to refine your strategies or a new coach eager to build a strong foundation, this guide offers practical insights and proven techniques to elevate your team’s performance on the field.

The running game is the cornerstone of any successful offense. A well-executed ground attack not only controls the pace of the game but also opens up opportunities for explosive plays through the air. Understanding the intricacies of run game tactics and techniques can be the difference between a good team and a great one.

In “Run Game Cheat Sheets,” we break down the essential components of an effective run game into easy-to-understand concepts that you can immediately apply with your team.

These cheat sheets are packed with actionable advice, from the importance of maintaining low pad levels and explosive starts in your offensive line, to the benefits of misdirection and option plays that keep defenses on their heels. By incorporating these strategies into your coaching, you’ll be able to develop a more dynamic and unpredictable running game that can adapt to any defensive scheme.

“Run Game Cheat Sheets” is not just a collection of tips, but a comprehensive guide that empowers you to transform your team’s run game. With this resource, you’ll be equipped to teach, refine, and perfect the elements that make for a successful ground attack. Elevate your coaching, inspire your players, and dominate the field with a powerful running game.

Get ready to dive in and revolutionize your run game with these essential strategies and techniques. Let’s take your team to the next level!

GREAT OFFENSES RUN THE FOOTBALL



CORE CONCEPT

There is nothing easy or sexy about running the football, but there is no doubt that if you want to have success as an offense, it is absolutely necessary that you run early and often. This doesn't mean you have to lineup in the I form and pound the ball up the middle - use your entire arsenal of inside and outside runs as well as mixing in misdirection runs and quarterback options to really put the defense on their heels.

WHY IT MATTERS

If you want to have a tough, physical offense and defense, it is vital that you run the ball both in practice and in games. Constantly passing may yield more big plays, but it will make your offensive line passive, unable to grind out those tough yards when you need them to. It will also keep your defense tough by running against them in practice, keeping them from becoming soft and vulnerable to a team that likes to pound the ball up the middle.

Aside from keeping your entire team tougher, the physical toll of having a team smash them, down after down will tire out the opposing defense and lead to longer drives, which will in return give your defense more time to rest.

From a purely strategic standpoint, running the ball will make passing the ball easier as well. When facing an effective run offense a defense will eventually begin to cheat up towards the line, and sometimes even bring the strong safety down into the box. This will make them much more susceptible to downfield passes - even more so when you begin to work some playaction into your playcalling.

ON THE FIELD

There is a reason that it is so common for teams to run the ball on first and 10 - even after just a moderate gain, your offense will have a much easier time converting for a first down since even shorter passes are likely to be enough to get past the first down marker. And when it comes to short yardage situations, whether it's a third and one or first and goal, an effective run game is always going to be the toughest option for the defense to defend.

You'll also want to make use of the run game in the second half of a game in which you've established a lead. Putting points on the board will increase your lead, but more importantly, running the ball will keep the clock moving while you pound the ball upfield.

3 KEYS TO DOMINANT RUN BLOCKING



CORE CONCEPT

It doesn't matter how dynamic your running back is if he has an ineffective offensive line. Exploding off the line as a unit, keeping the pads low and using the hands effectively are the only ways your offensive line is going to be able to consistently push the defense back and create holes for your backs.

WHY IT MATTERS

There are three keys to effective run blocking. The first, is the explosion off the line as a unit. The expression that a chain is only as strong as it's weakest link is a perfect metaphor for the offensive line, as if just one member is early or late, their effectiveness will be drastically reduced and you'll have a running back who has to contend with defenders in the backfield on a regular basis.

The second key is that as they explode off the line, they keep the pad level low. This is because whoever can keep their pad level lower between the offensive and defensive lines will have a huge advantage in terms of leverage – as long as they keep a flat back.

The third key lies in the punch of the hands into the chest of the defenders. Even if the offensive line explodes off the line with a low pad level, if the defense is able to initiate contact, they will be able to control the blocker, either stopping them in place and plugging the hole or shedding the block altogether. We want to initiate that contact and put the defense on their heels.

ON THE FIELD

Aside from when your offense has a chance to work on timing as an entire unit, you'll want to make sure to drill the offensive line on snap counts while working on technique with the blocking sleds. Start in the huddle, give them the snap count, and then break out of the huddle to the blocking sleds. The offense will get the benefit of refining and practicing their technique while also getting the chance to work on the timing of different snap counts in a pressure situation, not only improving explosion off the line, but reducing the occurrence of those frustrating false start penalties.

CALL RUNS WITH VARIED TIMINGS



CORE CONCEPT

As a playcaller, you have a ton of run options at your fingertips, and it's important that you call runs that not only attack different areas of the defense, but that have different timings in terms of when the ball is handed off and when it gets to the line of scrimmage.

WHY IT MATTERS

There are three general categories on the timing of run plays. You have quick runs, slow developing runs, and then those that fall somewhere in the middle. And there is nothing a defense likes more than an offense that calls runs that only fall into one of those categories.

Regardless of the timing, if an offense is strictly calling run plays that fall under one category, the defense will begin to pace out the runs, learning how quickly they need to crash and how long they need to maintain their cutback lanes.

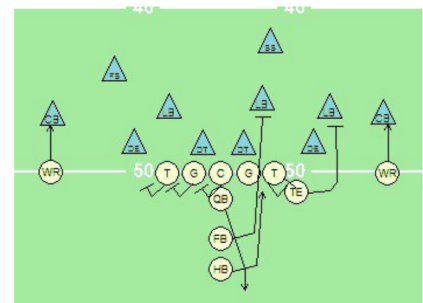
This is especially true for linebackers or safeties who like to come up and make plays in the run game – they have a ton of responsibilities on each play and allowing them to pace out the run game is just making things simple for them.

We want the defense on their heels, thinking, waiting, analyzing, not up on their toes ready to fly to the ball.

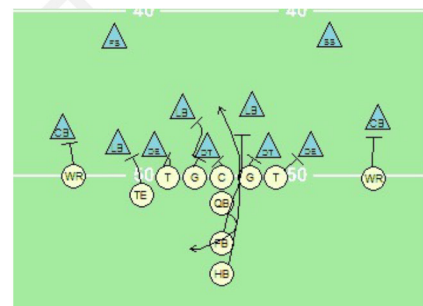
ON THE FIELD

If you're unsure of what category certain runs fall under just bring a stop watch to practice and find out for yourself. For a quick overview, you have your quick hitters, where we're getting the ball from center to quarterback to ball carrier as quick as possible – dives, traps, and belly plays are perfect examples.

A more intermediate timing play would be an iso, or a halfback power or blast. And the slower developing plays are the ones that generally involve some kind of misdirection – draws, counters, and cross bucks.



Quick Hitter Run: I Form Wham



Intermediate Run: I Form Iso Lead Open

USE ONLY AS MANY BASE RUNS AS YOU NEED



CORE CONCEPT

The key to a good run game isn't a huge quantity of run plays, it's having a small number of run plays that you can practice over and over to the point that you can execute them flawlessly. You should have enough base runs that you have a balanced running attack that will keep the defense honest, but adding anymore than that and you are likely to begin to see diminishing returns.

WHY IT MATTERS

The most important thing to keep in mind when designing your base run package is that what you do is important, but how you do what you do is what will really make the difference.

If you've got 15 base runs and you barely have the time necessary to work on them each practice, then the execution on all of your runs is going to suffer.

Condense your base run package and drill those same three to six runs so that your offense is able to run them perfectly from a vast array of formations and personnel plans.

ON THE FIELD

When choosing your base runs, make sure to choose a variety of runs, ensuring that you will have a well balanced running attack. The first two runs in your base package should be an inside run and an outside run.

These will often be runs with quick or intermediate timings, so it's a good idea to make your third run a slower developing play, like a counter or a draw. Whatever runs you choose, it's important that they blend together, compliment each other, and include varying points of attack and timings.

ZONE RUN BLOCKING IS VERY FORGIVING



CORE CONCEPT

Zone run blocking - where the blockers are assigned blocking zones rather than man assignments - is a great way to simplify blocking assignments against a defense that uses a large variety of defensive fronts, stunts and blitzes.

WHY IT MATTERS

The advantage created by using zone blocking schemes is that an offensive line can be much more aggressive coming off the line.

Instead of having to pause and read the defense, worrying about making the correct play based on the movement of their assigned man, the line can push altogether hip to hip in one direction, looking to be proactive and block any defenders that come into their blocking zones, even taking advantage of double team opportunities if they present themselves.



Shotgun Inside Zone Run

ON THE FIELD

When calling zone runs, you'll need a running back with good vision as well as the ability to take advantage of a cutback lane when it opens up. This is because unlike a base run blocking scheme, where we have a designed hole for the running back to come up through, with a zone run the running back must read the linebackers and see whether they commit to running outside or staying inside, then react accordingly.

In the case that the defense over commits to the side the ball carrier is running to, cutback lanes will open up. Having a running back with the vision and ability to make that cutback will make your zone running game that much more effective.

QUICK HITTING RUN PLAYS KEEP DEFENSES HONEST



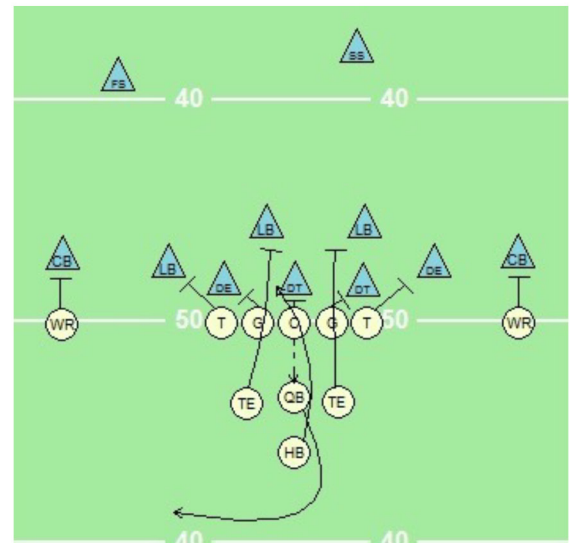
CORE CONCEPT

Calling quick hitting run plays is a surefire way to keep the defense from penetrating into the backfield unabashedly. Whether it's a fullback dive or a halfback belly, getting the ball moving downfield quickly is a great way to attack an aggressive defense.

WHY IT MATTERS

When facing a defense that likes to get upfield quickly, slower developing runs are much more difficult to run as there is a good chance the defense will get into the backfield and blow up the play before it even has a chance to start.

But we can use this to our advantage. By calling quick hitting plays, we use the defense's aggressiveness against them, sealing them out of the lane and trapping while our running back takes advantage, popping into the secondary for a big gain.



Full House Pistol HB Dive

ON THE FIELD

When I refer to quick hitting plays, I'm talking about dives, traps, and bellies. These are all plays with a quick handoff that often use the defense's own aggressiveness against them by allowing them to chase upfield before sealing them off with a block.

These plays are often best called in situations where the defense will be looking to get upfield quickly, for example a 3rd and seven where they're expecting pass and trying to get upfield to rush the quarterback as quickly as possible.

This is the basic concept behind the trap, where an offensive lineman leaves his man to go block at the second level, allowing the defender to penetrate upfield while a second offensive lineman comes over to deliver a backside seal block, taking them out of the play.

The diagram illustrates a neural network model for the word 'TE'. It features a central horizontal layer of nodes labeled T, S, C, G, T, and TE. Above this layer, there are several blue triangles, some labeled with numbers (e.g., 33, 30, 27, 23, 32) and others with letters (e.g., C, S, T, G). Below the central layer, there are nodes labeled WR, FB, and HE. Arrows indicate the flow of information: from WR to T, from T to S, from S to C, from C to G, from G to T, and from T to TE. There are also feedback loops from TE back to C and from HE back to C. A wavy arrow points from TE to the node labeled FB. The background is a light green grid.

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USE DRAWS AND SCREENS TO SUPPORT YOUR PASSING GAME



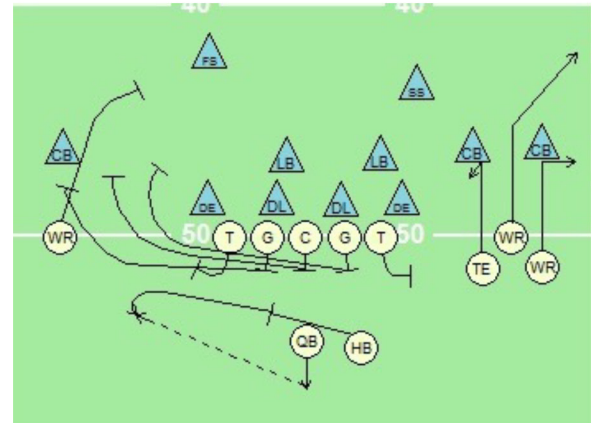
CORE CONCEPT

With the popularity of spread offenses growing every year, defenses have adjusted, realizing that the pass rush has become maybe the most important part of an effective defense. As an offense, you need to be able to punish an aggressive pass rush, using a variety of play calls to gouge the defense for big gains whether versus a four man rush or a heavy pass blitz.

WHY IT MATTERS

Being able to make a read and get the ball out quickly is an extremely important skill for any quarterback, but you can make his job a lot easier and your offense a lot more effective if you can slow down that pass rush and give him a little bit more time in the pocket.

The best way to slow down the pass rush is to call plays - draws, screens, shovel passes - that will take a defense's eagerness to get to the quarterback and use it to take them out of the play. Not only do we take the pass rush out of the play, but with the linebackers taking steps to their pass coverage responsibilities, we open up the middle of the field as well, allowing for big gains when we're able to truly fool the defense.



Shotgun Bunch HB Cross Screen

ON THE FIELD

When you think of calling draw plays, your first instinct will be to call them for a running back, but don't forget to work quarterback draws into your playbook as well. These can be especially effective against man coverage, as the entire front seven of the defense will be forced to follow their respective assignments - whether that be rush upfield or follow their man in coverage - and will often leave the middle of the entire field unattended.

Against a team that likes to blitz on passing downs, the screen will be your best friend. There are a ton ways you can call the screen too, anything from a halfback slip screen, to a wide receiver bubble screen, to even a playaction screen to the tight end, and the more you rely on the passing game, the more important screens will be to your playcalling.

Lastly, don't forget to add in a shovel pass. It is probably its most effective when run from the shotgun, where your offensive line will have an easier time preventing any early pass rush efforts and much like the draw, will allow your running back to attack a group of linebackers that has already taken a step or two towards their passing responsibilities.

MISDIRECTION RUNS ARE A MUST



CORE CONCEPT

In the same way that a draw punishes a defense that is over aggressive in trying to get to the quarterback, forcing them to slow down the pass rush, a misdirection run punishes an impatient defense that flows too aggressively towards the direction of a run, and as a result, slows down their pursuit.

WHY IT MATTERS

There are plenty of misdirection plays and the basic goal remains the same in all of them. We want to make the defense think we are running to one side of the formation, and then go in the opposite direction.

Without misdirection runs mixed into your playcalling, the defense is free to commit early, over running the ball and ignoring all their responsibilities on the back side.

After you call a couple misdirection runs however, not only will you get big gains on the actual misdirection plays, but your entire running playbook will become more effective, as the defense will have to stay home, knowing that impatience and overpursuit could once again lead to a big gain in the opposite direction.



I Form Flex Wing Counter Weak

ON THE FIELD

The basic concept of all misdirection runs is to show flow in one direction before countering and going back the opposite way. The amount of flow in either direction varies greatly from play to play; a counter shows the least, with the running back simply taking a step in one direction before going back the other way to receive the handoff.

The cross buck is slightly more complicated, with one running back faking taking a handoff to one side of the formation while the other takes the handoff to the other side.

The misdirection play that is the biggest risk but often offers the biggest reward is the reverse, where we actually hand the ball off and have our ball carrier take off in one direction before he hands it off to another player, usually a player with good speed and agility like the slot receiver, who then takes off in the opposite direction.

Normally this would result in a play being blown up in the backfield, but instead the unblocked defender is forced to make a decision – stay with the quarterback, or take away the handoff. As long as the quarterback makes the correct read as far as whether to keep the ball or hand it off, that defender is eliminated from the play and our ball carrier is now headed to the next level of the defense, often with a blocker in front of him.

Pistol Big Doubles Left Triple Option Right

USE OPTION ACTION FROM THE SHOTGUN



CORE CONCEPT

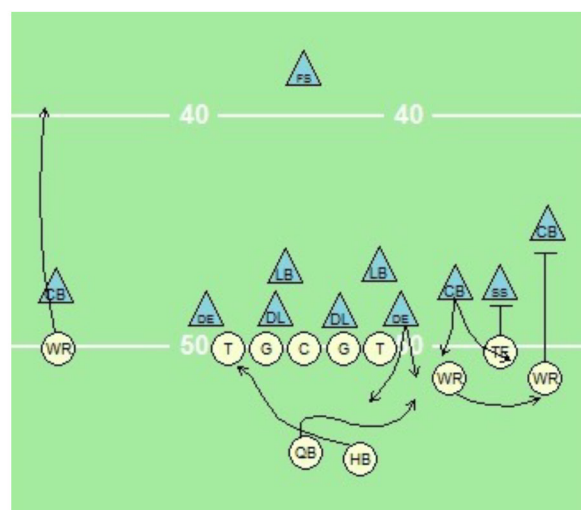
The shotgun has long been one of the most effective formations for passing the football, but aside from the occasional draw, it has often lacked potency in the run game.

By incorporating the option into our shotgun package, we force the defense to respect both the pass as well as run game, taking the shotgun formation to a whole new level.

WHY IT MATTERS

The triple option, whether run from the I formation, wishbone, or now, from the shotgun, is one of the toughest run plays to defend in all of football.

By adding this play to the shotgun, we no longer allow the defense to load up on the pass, as the option has forced them to respect the possibility of a dynamic run play as well as the pass.



Shotgun Bunch Read Option with Bubble Screen

ON THE FIELD

There are quite a few ways to run the read option from the shotgun. You can go with a standard triple option, first reading the handoff on the dive inside, then having your quarterback run outside with either a second running back or even a receiver coming over from the weak side as the pitch option.

However, since we're using the shotgun, we also have the ability to work the pass game into our option offense. The first way we can do this is by removing the dive option and instead having that back look to receive a shovel pass, with the quarterback making his first read on the playside end and then next on the playside linebacker for the pitch read.

Another great way to work the pass game into your option offense is to replace the pitch option with screen to the slot. The same general principle applies - just instead of forcing the defender between defending the keep and the pitch, we force them to defend either the keep or the pass into the flat. This is a great playcall if you have a quarterback who isn't very athletic, as you allow them to stay in the pocket and deliver a strike unless the defense commits to the screen, leaving the middle of the field wide open for the quarterback keep.

WIDE RECEIVER BLOCKING IS A BIG DIFFERENCE MAKER



CORE CONCEPT

While it is often over looked, wide receiver blocking can have a huge impact on the success of your running game. This doesn't mean we need pancakes happening downfield every play, but it does mean that it can't just always be the poorest aspect of your run blocking. This will severely hamper your run offense, not only limiting potential large gains to moderate ones, but often leading to outside runs that get blown up in the backfield.

The only way your receivers will truly understand this is if you make it absolutely mandatory - let them know if they don't block, they don't play.

WHY IT MATTERS

If you want to break big runs, you need your receivers to get downfield and block corners and safeties effectively. The good news is that this is an area of the game that will see huge dividends even with just a little bit of extra time and focus applied to it. That's because wide receivers are often not held accountable for laying down good blocks, and as a result aren't taught correct technique or held accountable. This often leads to bad habits that are mostly fixed just from an attitude adjustment.

There's also an extra incentive to improving their blocking skills, as once they develop these skills, it's likely that they themselves will end up accruing more yardage in the pass game. If all the receivers out on the field have the attitude that they need to be effective blockers, they'll all end up with more yards after the catch.

ON THE FIELD

One of the best ways to really get the message that wide receiver blocking is important across is to include them in running play drills that they might otherwise be sitting out. I would specifically recommend this for your 9 on 9 run drill. Add the two receivers in and make it an 11 on 9 drill, with the receivers focusing on coming in and blocking the safeties.

BACKFIELD FAKING: THE MOST OVERLOOKED OFFENSIVE TECHNIQUE



CORE CONCEPT

One of the most underrated aspects of every offense is the backfield fake. Whether it's playaction, a crossback, or a trick play, there is no doubting that a well executed fake can be the difference between a big gain and a big loss.

WHY IT MATTERS

It's often noted that football is a game of inches, which is why it's such a shame to see a team just go through the motions when executing a fake.

There is a clear opportunity to create an advantage, whether it's pulling the linebacker up to the line on a play action, having them bite on a fake handoff on a reverse or cross buck type play, or simply forcing them to sit on their heels and think for an extra second or two, giving your offense the advantage at the point of attack.

ON THE FIELD

One of the best ways to improve the effectiveness of your team's backfield faking is to run a drill we call the 'Fool the Coach Drill'. The drill is fairly simple - you don't need the offensive line, just choose a play series and bring whatever skill players would be involved in the action onto the field.

Then stand about 5-10 yards off the line, in front of the center, facing the backfield. From there, the quarterback will snap the ball to himself, and the players will execute the play and whatever fakes that are involved in it. Afterwards, the coach will simply rate the fake on a scale of one to ten. There are a couple keys to any good fake - we want the running back to remember to keep their head up, as this is a quick easy tell for the defense to pick up on. As for the quarterback, they should be dipping their shoulders on the handoff and remembering to go right into looking at their receivers after the handoff, whether they have the ball after or not.

A great way to add another layer to this drill, is to have the coach record the drill from his position with a camera. This way the players can see the fakes from the point of view of a linebacker, and see just how effective or ineffective they actually are.

USE CRACKBACK BLOCKING TO DISTURB LINEBACKERS



CORE CONCEPT

Crackback blocking – where a receiver or tight end comes from the outside back into the middle of the field to lay a block down on a linebacker – is a fantastic way to seal the edge on outside runs and slow down the pursuit of aggressive linebackers.

WHY IT MATTERS

The linebackers are much like the quarterbacks of the defensive side of the ball. Their linemen are doing the dirty work up front to free them up to chase down ballcarriers, and make plays. That's why it's important that we disturb the play of the linebackers whenever possible.

One of the great ancillary benefits of crackback blocking is that it's going to add toughness to our receivers. Often times receivers are the ones receiving big hits, and they will begin to slowly move into self preservation mode, trying to avoid as much contact as possible.

By giving them the chance to be the hunter instead of the hunted, they'll begin to play with a renewed toughness and confidence that will have benefits everywhere from beating press coverage, blocking aggressively, and making tough catches.

ON THE FIELD

At the beginning of the year, it's a good idea to let all of your receivers know right off the bat that crackback blocking is going to be a big part of the offense. This is more to make the ideological point that you expect toughness from each and every receiver, not that you will necessarily be using every receiver in a crackback situation. You want to be mindful of your personnel when calling the crackback – you don't want your little 132 pound receivers trying to lay a crackback block on a linebacker, you want to use your big strong receivers, or even flex out a tight end for that specific playcall.

RECOMMENDED RESOURCES

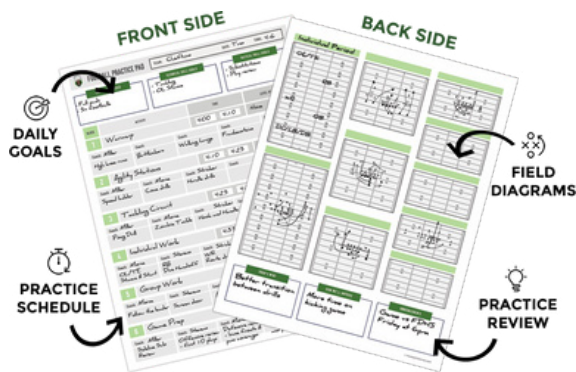


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