



Soccer Intelligence - Developing the Tactical Decision Maker

Email 1 - Too many video games

On average, 8-12 years olds play video games 13 hours a week. By the age of 21 they'll have spent 10,000 hours blasting aliens in Call of Duty and scoring virtual goals in Fifa. That's time not playing in real life.

The fact is, kids have a lot of distractions. They're not playing soccer in the streets or at the park like we used to, and developing their foundation skills. This means you need to fill in the gaps.

If kids are to develop into talented players, they need strong core skills. One of these is soccer intelligence, so they know where to play the ball and why. Technique alone isn't enough.

Developing a soccer brain is one of the biggest challenges in youth coaching. So we've created a special guide on how to do it. *Soccer Intelligence - Developing the Tactical Decision Maker* gives you a complete system for giving young players the mental skills to match those in their feet. It covers too much to discuss here, so please visit the info page to find out more:

Email 2 - Too much technique is a mistake

You can never train too much technique, right? You'd certainly think so watching most youth coaching sessions.

But the fact is that technique alone isn't enough.

You can have a team of technical wizards. But if they can't find the right pass or get in position, focusing on technique is a waste of time.

Players need to understand how to read and play the game from a young age if they are to grow into quality team players. You need to develop the muscles in their brains to match those in their feet.

This is what our book *Soccer Intelligence - Developing the Tactical Decision Maker* explains how to do. It shows you how to train mental skills for quick, accurate decision

Matt Ambrose – *The Copywriter's Crucible*

Website: <http://copywriterscrucible.com>
Email: Matt@copywriterscrucible.com



making. It then gives you carefully selected drills for developing them on the training pitch.

If you want to help your young players grow with the right foundations, this is a valuable guide to add to your coaching library.

Head over to the info page to get the full rundown:

Email 3 - A gym for the mind

Creating soccer intelligence is one of the biggest challenges in youth soccer. Setting up cones and sending players off to perform drills is easy. But running sessions that give their brains as much of a workout as their feet is difficult to do.

Intelligent players know how to play as a cohesive unit. They know how to keep possession, where to play the ball and how to adopt a smooth, unflustered style of play. I'm sure you'd prefer to see this than your players being paralyzed on the ball or failing to string three passes together.

In *Soccer Intelligence - Developing the Tactical Decision Maker* we provide a complete blueprint to developing smart players with fast reactions. The book explains the theory behind coaching soccer intelligence and the core aspects of the learning process. It then provides all the drills you need for perfecting it in training, so you can create a cohesive team that's organised and knows what it's doing.

Get your copy now:

Email 4 - What coaches say about our Soccer Intelligence guide


There are a lot of smart coaches out there. Many of them have been updating their coaching methods with the valuable insights in *Soccer Intelligence - Developing the Tactical Decision Maker*. What's more, many of them have been sharing the big improvements they've witnessed. Here's what some have to say:

Soccer intelligence isn't something that happens by magic or is something only players with high IQs possess. It can be developed like any other skill. Giving your players soccer smarts will allow them to react quicker, pass smoother and play as a. This gives you an advantage over disorganised sides that have been ignoring soccer intelligence and just worked on technique.

Matt Ambrose – *The Copywriter's Crucible*

Website: <http://copywriterscrucible.com>

Email: Matt@copywriterscrucible.com



If you coach youth soccer, this needs to be part of their foundation training. So get your copy now. You know it's the smart thing to do:

So if you'd like to create a team of soccer Einsteins, snapping up *Soccer Intelligence - Developing the Tactical Decision Maker* could be the smartest decision you make today:

Matt Ambrose – *The Copywriter's Crucible*

Website: <http://copywriterscrucible.com>

Email: Matt@copywriterscrucible.com