

FOOTBALL FIGHTER STRATEGY

Coach Workbook — Apply Every System to Your Roster

LEVEL: Introductory · MODULES: 7 · IC FITNESS / Fight365 · #LiveAWESOME

HOW TO USE THIS WORKBOOK

Work through each module alongside the course content. Every section has reflection questions, roster assessment exercises, and coaching language builders. There are no wrong answers — the goal is clarity about who your offense is. A coach who finishes this workbook leaves with a complete offensive identity and a concrete installation plan.

YOUR INFORMATION

COACH NAME

SCHOOL / PROGRAM

LEVEL (VARSITY / JV / YOUTH / FLAG)

SEASON / YEAR

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Foundation

Why Boxing and Football Are the Same Science

Core Question:

Your offensive identity is not about what plays you have. It's about what plays you call when the game is tied in the fourth quarter. That default instinct is your identity.

EXERCISE 1 — Your Gut Identity

Before studying any archetype, answer this honestly. No film, no scouting, no analysis — just instinct.

GAME IS TIED. 4TH QUARTER. ONE DRIVE TO WIN. WHAT PLAY DO YOU CALL?

WHY THAT PLAY? WHAT DOES IT TELL YOU ABOUT YOUR OFFENSIVE VALUES?

WHAT WORD OR PHRASE WOULD YOUR PLAYERS USE TO DESCRIBE YOUR OFFENSE RIGHT NOW?

EXERCISE 2 — The Five Styles: First Impressions

Before going deep into any module, rank the five archetypes in order of how naturally they fit your instincts as a coach. 1 = feels most like me, 5 = feels least like me.

The Boxer (Methodical, precision-based)

The Puncher (Explosive, power-based)

The Counter-Puncher (Reactive, scheme-exploiting)

The Brawler (Physical, relentless)

The Boxer-Puncher (Versatile, multi-dimensional)

AFTER COMPLETING THE COURSE, COME BACK AND RE-RANK. WHAT CHANGED?

EXERCISE 3 — Define Your Core Offensive Values

Complete each statement. Be direct. One or two words is fine.

We want to run the ball because...

We want to throw the ball because...

The most important thing our QB must do is...

Our offensive line's greatest strength is...

We score touchdowns by...

When we're behind in the 4th quarter, we...

The Boxer

The Methodical Strategist

BOXING ANALOG: Willie Pep · FOOTBALL ANALOG: Tom Brady

Boxer Identity Statement:

We do not make the defense look good. Every snap, we dictate the pace. We don't chase touchdowns — we force the defense to play 65 more snaps than they want to. Be right. Be on time. Move the chains.

ROSTER FIT ASSESSMENT — Rate Your Team 1 (Weak) to 5 (Elite)

QB pre-snap processing speed and accuracy	1	2	3	4	5
QB ability to make quick decisions without forcing	1	2	3	4	5
WR route precision and leverage-beating technique	1	2	3	4	5
Slot receiver effectiveness in the middle of the field	1	2	3	4	5
TE reliability as a pass-catching target	1	2	3	4	5
OL pass protection consistency	1	2	3	4	5
RB patience reading zone plays	1	2	3	4	5
Team discipline — low penalties, low turnovers	1	2	3	4	5

TOTAL SCORE: _____ / 40

Score 28+ = Strong Boxer candidate. Score 20–27 = Possible with development. Under 20 = Consider another archetype first.

KEY CONCEPTS — What Do You Know?

Check every concept your current staff can install and rep in practice:

- Inside Zone — horizontal zone blocking, patient cutback runner
- Stretch Play — lateral zone stress, edge defense management
- Power Run — downhill complement, defense honesty keeper
- Mesh Concept — dual crossers, natural pick vs zone
- Y-Stick — five-yard out/hitch, third-and-short converter
- Levels — two-depth crossing routes, Cover 3 beater
- Shallow Cross — three-to-five yard crosser, YAC generator

REFLECTION — The Boxer System

WHO ON YOUR CURRENT ROSTER IS YOUR TOM BRADY — YOUR PRECISION PROCESSOR AT QB?

WHAT IS THE SINGLE BIGGEST OBSTACLE TO RUNNING A BOXER OFFENSE WITH YOUR CURRENT TEAM?

WHAT WOULD YOU NEED TO RECRUIT OR DEVELOP TO FULLY INSTALL THIS SYSTEM IN YEAR 2?

The Puncher

The Power Playmaker

BOXING ANALOG: Mike Tyson · FOOTBALL ANALOG: Derrick Henry

Puncher Identity Statement:

We are not trying to be pretty. We are trying to be painful. We don't need twenty plays. We need five plays that we execute better than anyone in this state. Know your job. Do your job. When it's your turn to hit, you finish.

ROSTER FIT ASSESSMENT — Rate Your Team 1 (Weak) to 5 (Elite)

RB power and tackle-breaking ability

1	2	3	4	5
---	---	---	---	---

RB acceleration in tight spaces (first 5 yards)

1	2	3	4	5
---	---	---	---	---

WR size and physicality at the catch point

1	2	3	4	5
---	---	---	---	---

WR ability to win vertical routes vs press coverage

1	2	3	4	5
---	---	---	---	---

OL physical dominance at the point of attack

1	2	3	4	5
---	---	---	---	---

OL ability to drive defenders off the ball

1	2	3	4	5
---	---	---	---	---

TE blocking effectiveness on Power-O

1	2	3	4	5
---	---	---	---	---

QB play-action execution and deep ball accuracy

1	2	3	4	5
---	---	---	---	---

TOTAL SCORE: _____ / 40

Score 28+ = Strong Puncher candidate. Score 20–27 = Depends on RB quality. Under 20 = Need physical roster build.

KEY CONCEPTS — What Do You Know?

Check every concept your current staff can install and rep in practice:

- 22 Personnel / I-Formation — double-back base set
- Power-O — pulling guard, kickout block, downhill run
- Dive — direct A-gap, physical short yardage
- Play-Action Deep Post — hard fake, safety collapse, vertical attack
- Seam Routes — TE/H-back release, high-low PA read

REFLECTION — The Puncher System

WHO IS YOUR DERRICK HENRY — YOUR PHYSICAL FORCE AT RB? BE HONEST ABOUT WHAT HE CAN AND CANNOT DO.

CAN YOUR STAFF STAY COMMITTED TO A LOW-VOLUME PASS GAME WHEN YOU'RE DOWN 7 IN Q3? WHAT'S YOUR PLAN?

DESCRIBE THE SPECIFIC DEFENSIVE FRONT THIS SYSTEM WOULD PUNISH MOST ON YOUR SCHEDULE THIS SEASON.

The Counter-Puncher

The Opportunistic Adjuster

BOXING ANALOG: Floyd Mayweather Jr. · FOOTBALL ANALOG: Aaron Rodgers

Counter-Puncher Identity Statement:

Before every snap, the defense is giving you a gift. They are telling you where they are weak. Your job is to see the gift, accept it, and attack it without hesitation. We do not force. We do not guess. We read, we decide, and we execute.

ROSTER FIT ASSESSMENT — Rate Your Team 1 (Weak) to 5 (Elite)

QB film study habits and coverage recognition ability	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
QB post-snap processing within 2-second window	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
QB ability to communicate protection changes pre-snap	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
WR discipline in running coverage-adjusted routes	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
WR ability to find soft spots in zone coverage	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
RB ability to execute draw timing and counter misdirection	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Coaching staff time/ability to teach coverage reads	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
OL ability to sell run blocking on draw concepts	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

TOTAL SCORE: _____ / 40

Score 28+ = Strong Counter-Puncher candidate. Score 20–27 = QB development required. Under 20 = Build the QB first.

QB COVERAGE READ AUDIT

Can your QB identify the following pre-snap? Check all that apply:

- Cover 2 — two high safeties, corners playing low halves
- Cover 3 — one deep safety, corners and FS split thirds
- Cover 4 (Quarters) — four-deep zone distribution
- Man-Free (Cover 1) — man coverage with single high safety
- Zero Coverage — man with no safety help
- Blitz indicators — linebacker depth, safety walk-down, corner press
- RPO read key — which defender to read on run/pass option

REFLECTION — The Counter-Puncher System

DESCRIBE YOUR QB'S CURRENT FILM STUDY HABITS. HOW MANY HOURS PER WEEK? WHAT IS HE WATCHING FOR?

WHAT IS THE ONE COVERAGE CONCEPT YOUR QB STRUGGLES TO IDENTIFY MOST CONSISTENTLY?

WRITE THE RPO COACHING CUE YOU WOULD USE TO TEACH YOUR QB THE READ KEY IN ONE SENTENCE:

The Brawler

The Relentless Attacker

BOXING ANALOG: Rocky Marciano · FOOTBALL ANALOG: Marshawn Lynch

Brawler Identity Statement:

We are going to run the ball until they make us stop. And they are not going to make us stop. We are the most physical team this defense has seen this year — not because we have the best athletes, but because we have the most will. Be physical. Be relentless. Never stop.

ROSTER FIT ASSESSMENT — Rate Your Team 1 (Weak) to 5 (Elite)

OL physical size and strength (average weight 280+?)

1	2	3	4	5
---	---	---	---	---

OL drive-block ability — can they move defenders off the ball?

1	2	3	4	5
---	---	---	---	---

FB/Lead blocker effectiveness in gap schemes

1	2	3	4	5
---	---	---	---	---

RB contact balance — stays on feet through first tackler

1	2	3	4	5
---	---	---	---	---

RB physical mindset — runs with aggression, not avoidance

1	2	3	4	5
---	---	---	---	---

TE blocking ability at the point of attack

1	2	3	4	5
---	---	---	---	---

TE receiving threat in space (mismatch vs LB)

1	2	3	4	5
---	---	---	---	---

Defensive coordinator trust in the offense to eat clock

1	2	3	4	5
---	---	---	---	---

TOTAL SCORE: _____ / 40

Score 28+ = Strong Brawler candidate. Score 20–27 = Physical culture shift needed. Under 20 = Linemen recruitment priority.

THE BRAWLER MINDSET AUDIT

Check every statement that is currently TRUE about your program:

- Our OL takes personal pride in driving defenders backward
- Our RB runs through contact, not around it
- Our staff calls the same run play on 3rd-and-1 without hesitation
- Our players celebrate a 4-yard run the same way they celebrate a 20-yard pass
- Our defense trusts the offense to control the clock and protect a lead
- We have practiced short-yardage situations at least twice this week
- Our offensive identity does not change when we fall behind on the scoreboard

REFLECTION — The Brawler System

ON A SCALE OF 1–10, HOW PHYSICALLY DOMINANT IS YOUR CURRENT OL? WHAT SPECIFICALLY HOLDS THEM BACK?

DESCRIBE YOUR RB'S RUNNING STYLE IN THREE WORDS. DO THOSE WORDS MATCH 'BRAWLER'?

WHAT IS YOUR PLAN WHEN THE BRAWLER OFFENSE IS HELD TO THREE POINTS IN THE FIRST HALF? WALK THROUGH IT.

The Boxer-Puncher

The Versatile Threat

BOXING ANALOG: Sugar Ray Robinson · FOOTBALL ANALOG: Patrick Mahomes

Boxer-Puncher Identity Statement:

Our job is to make the defensive coordinator feel like there is no safe place to hide. Every time he thinks he has figured us out, we become something different. If everyone knows their job and executes it, we are impossible to plan for.

ROSTER FIT ASSESSMENT — Rate Your Team 1 (Weak) to 5 (Elite)

QB processing speed across multiple system types

1	2	3	4	5
---	---	---	---	---

QB mobility and ability to extend plays outside the pocket

1	2	3	4	5
---	---	---	---	---

QB accuracy on both quick game and deep shots

1	2	3	4	5
---	---	---	---	---

RB dual-threat capability (run + pass game)

1	2	3	4	5
---	---	---	---	---

WR ability to execute routes from multiple alignments

1	2	3	4	5
---	---	---	---	---

OL versatility in both zone and power blocking schemes

1	2	3	4	5
---	---	---	---	---

Coaching staff capacity to install and rep multiple systems

1	2	3	4	5
---	---	---	---	---

Program depth — starters can execute multiple concepts reliably

1	2	3	4	5
---	---	---	---	---

TOTAL SCORE: _____ / 40

Score 32+ = Boxer-Puncher viable. Score 24–31 = Start with two archetypes, add complexity over time. Under 24 = Master one system first.

MULTI-SYSTEM READINESS CHECK

Which of the following system combinations can your staff currently install AND execute in games?

- Boxer base + Puncher power package (most common Boxer-Puncher entry point)
- Counter-Puncher RPO game + Boxer quick-game (high IQ QB required)
- Brawler power run + Boxer-Puncher vertical shots off play-action
- Full multi-formation system — different identity by personnel group

REFLECTION — The Boxer-Puncher System

WHICH TWO ARCHETYPES WOULD YOU LAYER TOGETHER FIRST TO BEGIN BUILDING A BOXER-PUNCHER OFFENSE?

WHAT IS THE SINGLE MOST IMPORTANT THING YOUR QB MUST DEVELOP TO RUN THIS SYSTEM EFFECTIVELY?

WHAT IS THE HONEST RISK OF TRYING TO INSTALL A BOXER-PUNCHER SYSTEM WITH YOUR CURRENT ROSTER TOO FAST?

Finding Your Fighter

Offensive Identity Selection + Action Plan

STEP 1 — YOUR ARCHETYPE SCORES

Transfer your total scores from each module assessment:

ARCHETYPE	SCORE / 40	RANK (1-5)
The Boxer — Methodical Strategist	_____	_____
The Puncher — Power Playmaker	_____	_____
The Counter-Puncher — Opportunistic Adjuster	_____	_____
The Brawler — Relentless Attacker	_____	_____
The Boxer-Puncher — Versatile Threat	_____	_____

STEP 2 — YOUR PRIMARY IDENTITY SELECTION

Based on your scores, gut instinct, staff capacity, and roster reality — choose your primary archetype:

MY PRIMARY OFFENSIVE IDENTITY IS:

SECONDARY / COMPLEMENT SYSTEM:

IN ONE SENTENCE — THE IDENTITY STATEMENT YOU WILL SAY TO YOUR TEAM ON DAY 1:

STEP 3 — YOUR INSTALLATION PLAN

Complete this 4-week installation roadmap:

WEEK 1 — Base run concept + Base pass concept. Master two plays before adding others.

YOUR SPECIFIC PLAN FOR WEEK 1:

WEEK 2 — Add second run + second pass. Begin formation variety.

YOUR SPECIFIC PLAN FOR WEEK 2:

WEEK 3 — Install your short-yardage package. Rep 3rd-down concepts.

YOUR SPECIFIC PLAN FOR WEEK 3:

WEEK 4 — Red zone package. Two-minute drill. Full scrimmage from your identity.

YOUR SPECIFIC PLAN FOR WEEK 4:

STEP 4 — YOUR COACHING LANGUAGE

Write the exact words you will use to describe your offensive identity to your players:

IDENTITY STATEMENT (WHAT WE ARE):

STANDARD OF PLAY (HOW WE EXECUTE):

GAME-SITUATION ANCHOR (WHAT WE DO WHEN IT MATTERS MOST):

STEP 5 — 90-DAY COMMITMENT

Sign your commitment to this system. No changing identities mid-season. No second-guessing in Week 4.

I commit to installing and executing the _____ offense system. I will rep our base concepts daily in Weeks 1–3. I will evaluate our identity honestly after the first three games and adjust details — not identity.

COACH SIGNATURE

Run: Iso Lead, Toss Sweep

Pass: TE Dump Off, Drag Routes

Personnel: 13 Personnel, Jumbo

THE BOXER-PUNCHER

Versatile Threat - Analog: Mahomes

Run: IZ+Counter, Sweep, Power

Pass: RPOs, Double Moves, 4 Verts, Sail

Personnel: 11/20/21 Personnel

FIGHT FOR AWESOME

The best coaches are always students of the game. Keep watching. Keep building. The fighters who win are the ones who never stop learning who they are.

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