

1. Brand Foundation

Purpose

To make the lacrosse flourish by giving every club director, coach, player, and parent the understanding, support, and tools to pursue lacrosse in a loving, challenging, and self-encouraging way—replicating the family-style experience that sparked POWLAX in the first place.

Vision (10-Year)

By 2035, POWLAX will be the trusted development pathway for **one out of every two** recreational or competitive clubs in the United States, a staple in high-school programs, and a respected resource for collegiate staffs worldwide. Wherever someone touches the sport, POWLAX will provide a clear, confidence-building roadmap that consistently *over-delivers value and unlocks goals*.

Mission (Daily)

Develop and refine the most accessible, enjoyable path to lacrosse success—then deliver it, every day, to the people who need it.

Core Values

1. **Enjoyment First** – Fun fuels mastery, community, and growth.
2. **Persistent Curiosity** – Keep figuring it out; obstacles are design prompts.
3. **Radical Honesty** – Clear, direct feedback beats vague praise or hidden flaws.
4. **Resourceful Ownership** – Take initiative, use what you have, ship solutions.
5. **Supportive Challenge** – Push hard, cheer louder; accountability with love.

(Violation examples: quitting at the first hurdle, stealing time/ideas, “DI-or-bust” tunnel vision.)

Positioning Statement

For coaches, clubs, and motivated players who want a proven system, POWLAX is the only lacrosse education platform that pairs well-produced, comprehensive curricula covering every avatar in one package—so users stop guessing, train smarter, and win together.

Unlike other premium video-only subscriptions, POWLAX bundles coach road-maps, player gamification, and parent guidance in one ecosystem, POWLAX wraps the full ecosystem (coach,

team, club, parent, player) in a single, accessible framework that scales from the first backyard reps to championships and a life long love of lacrosse.

Brand Voice Snapshot

- **Dial Up:** Mentor / encouraging older brother / “This is how *I* did it—try if you want.”
- **Dial Down:** Drill sergeant, corporate buzz-speak.
- Tone yardstick: *Supportive, loving, challenging, self-encouraging.*

North-Star Metric

Annual renewal rate of clubs, teams, and coaches (signals continued trust, value delivered, and sustainable impact).

2. Voice & Tone System

Core Voice Traits

Voice Description:

POWLAX speaks like a coach who's been where you are—curious, confident, and committed to helping you succeed. Whether it's a youth coach trying to run a better practice, a player chasing playing time, or a parent trying to make sense of the sport, POWLAX makes it easier to get better.

This voice is grounded in **authenticity**. We don't pretend to know everything. If we're still figuring something out or don't have a perfect answer, we say that—because honesty builds trust. You'll often hear us explore something *out loud*, asking questions and showing how we're thinking through it.

We speak **clearly**, without fluff. We aim to **motivate**, not intimidate. We share ideas, not instructions from a pedestal. Whether we're teaching a dodge or breaking down a zone, we're in the trenches with you, sharing what works and why.

✓ Core Voice Guidelines

✓ Be Exploratory, Honest, and Open-Minded

“Here's what I've seen work... but I'm still thinking through this part.”

Don't fake certainty. If we're still learning something, we acknowledge it. (*This reinforces our credibility and makes the brand feel human and trustworthy.*)

✓ Use Direct, Respectful Language

No filler. No fluff. Just what matters.

Coaches, players, and parents are busy—so we don't waste time. We explain complex things simply and quickly. (*Respecting their time builds loyalty.*)

✓ Prioritize Practicality When Teaching Skills

What do I actually do with my hands, feet, or eyes?

When we talk about skill development, we make it *tangible*. Always answer: “What exactly should I do, and why does it work?” (*This makes the skills actually usable.*)

✓ Be Theoretically Insightful for Coaching Strategy

“This works because...”

When teaching coaches systems or strategy, we open up the ‘why.’ We connect drills and plays to decision-making and player growth. *(This helps coaches build their own frameworks.)*

✓ **Keep the Tone Human and Real**

“It’s not perfect—but it works.”

The tone is humble, supportive, and grounded. We help coaches and players improve—not by showing off, but by staying honest about what works and what we’re still figuring out.

⊘ **What to Avoid**

⊘ **Don’t Lecture or Over-Assert**

Avoid sounding preachy or overly confident in unknowns.

Even when correcting, use a tone like: “Here’s what might help,” not “You’re doing it wrong.” *(We’re collaborators, not dictators.)*

⊘ **Don’t Overcomplicate**

Don’t bury insights in theory or jargon. Every explanation must lead to clarity or action. *(Critical for new coaches and players.)*

⊘ **Don’t Pretend to Know It All**

Admitting curiosity or uncertainty is a strength, not a weakness.

People trust you more when you’re honest about what you’re still learning. *(It makes the brand feel alive and always improving.)*

Channel Nuances

Channel	Tone/Format Notes
Social Captions	Short, value-first punchlines; one clear benefit.
Emails	Pain → Solution → Clear Value, under 60 seconds.
Video Scripts	Intro formula: Proof → Promise → Plan before teaching.
Coaching PDFs	Precise, highly visual, step-by-step diagrams.

3. Audience Personas

COACHES – “The Tactician / Reluctant Captain”

Volunteer or paid coaches juggling practice prep, player development, and sideline politics.

Photo cue: Mid-30s parent-coach in school-parking-lot dusk light, whistle in hand, staring at a scribbled practice plan on the hood of his SUV.

Quote: “I spent two hours on YouTube last night and still don’t know which drill will finally click.”

Key metrics:

- 4–6 hrs/week spent building practice plans
- 2–3 sideline complaints per game from parents
- Goal: cut prep time by 50 % and shift 30 % of practice to strategy, not basics

Primary Pain Points

- **Unmotivated players:** Kids skip practice or show up “with terrible attitudes and literally do not try.”
- **Parental interference (“daddy-ball”):** Constant second-guessing and favoritism accusations drain energy and authority.
- **Discipline-vs-Fun dilemma:** Struggle to balance life-lessons with keeping practice enjoyable.
- **Time drain & uncertainty:** Late-night drill hunts, sifting through random YouTube clips, and the drive home replaying “what went wrong” because you still don’t know the exact drill or teaching cue that will click.
- **Progress doubts on the ride home:** Realizing a concept just isn’t landing with players and not knowing the next step.

Dream Outcomes

- **Engaged, coachable roster:** Players arrive pre-trained via Skills Academy, hustle, and basic skills are so locked-in that practice time shifts to higher-level strategy. (*Expanded*)
- **Supportive parents:** Cheer positively and reinforce lessons at home.
- **Plug-and-play system:** Season roadmaps + drill videos + on-field PDFs that cut out the “exploration phase,” saving 2 + hours each week and letting coaches focus on in-game adjustments.

Trusted Resource Formats

- Short explainer video → simple “why it matters” → live demo clip.
- Printable or digital playbook page to reference on the field for quick clarification.

PLAYERS – “The Aspiring Stand-Out”

Middle- and early-high-school athletes hungry for skill gains, fun, and peer recognition.

Photo cue: 14-year-old lining up a backyard bounce-back pass, headphones on, wristband leaderboard displayed on phone beside water bottle.

Quote: “When I juked Ryan in practice and Coach high-fived me, I knew the extra reps were paying off.”

Key metrics:

- 3–5 solo sessions/week (20–30 min each)
- Seeks +15 % shooting accuracy and clear role assignment within 8 weeks
- Motivation spikes 2× after every noticeable “little win” in live play

Primary Pain Points

- **Pressure to perform:** Fear of letting parents or coaches down even after “a good game.”
- **Boring, punitive practices:** Endless laps make them “dread going to practice.”
- **Feeling invisible:** Ball-hogs and cliques keep them out of plays and confidence-building touches.

Dream Outcomes

- **Noticeable skill jumps:** Faster shot, cleaner off-hand—teammates and coaches see instant difference.
- **Recognized contributor:** Beating a rival 1-on-1 in practice, earning a clearly defined role, hearing coaches praise specific plays.
- **Strategic confidence:** Stepping on the field knowing where to be, what to look for, and how to communicate.
- **Gamified fun that translates:** Badges and leaderboards are cool, but real excitement comes when new skills “just work” in live play.

Training Context & Habits

- Most reps happen **alone in the backyard or against a wall/bounce-back.**

- If they have a private trainer, the fastest progress comes from **solo work first, trainer feedback second** (math-tutor analogy).
- Field trips for full shooting space or wall access when home setup is limited.

Level-Up Triggers

1. Executing a newly practiced move in practice **against a player they once struggled with.**
2. Walking onto the field and instantly **reading the play / strategy** without hesitation.
3. Noticing a shift in social proof—coaches giving direct praise, better players choosing them for small-sided games.

Gamification Hooks

- Visible **on-field results** are the ultimate motivator; digital badges/leaderboards reinforce but don't replace that feeling.
- Tracking streaks of practice → execution keeps them chasing the next “little win.”

PARENTS – “The Protective Supporter”

Guardians who gladly sacrifice money and weekends—so long as their athlete is smiling, improving, and treated fairly.

Photo cue: Mom in SUV driver's seat, smiling while kid in backseat animatedly reenacts practice highlight with a mini-stick.

Quote: “As long as he hops in the car grinning, every dollar and mile is worth it.”

Key metrics:

- \$2.4–3 k average annual spend (travel, gear, private lessons)
- Acts on program info fastest via <60-second emails
- Pain threshold: investment feels “wasted” if child's enthusiasm or progress drops for 2+ weeks

Primary Pain Points

- **Unfair-treatment anxiety:** “Coach is crapping on my kid” when minutes or recognition disappear.

- **Cost only hurts when joy is missing:** Travel fees, gear, and recurring private-lesson bills feel worth it—until the child looks miserable. The frequency (and price tag) of one-on-one training stings most.
- **Burnout & lost love of the game:** Talks of quitting after toxic or boring seasons, or when week-to-week progress is invisible.
- **Sideline drama:** Embarrassing parent behavior and ref abuse spoil the atmosphere.
- **Info overload / poor comms:** Long, cluttered emails and mixed-thread group texts leave parents confused about schedules, expectations, and how to help at home.

Dream Outcomes

- **Visible, week-to-week skill growth:** Parents actually notice tighter cradle, sharper passes, and cleaner catches every few practices.
- **Excited car-ride conversations:** Child hops in the car raving, “I had so much fun—Coach noticed my split dodge!” and begs mom or dad to watch the next big rep.
- **Self-driven backyard reps:** Kid picks up the stick unprompted because practice success is reinforcing effort.
- **Fair, supportive culture:** Coaches act as mentors; teammates celebrate stick-click moments; complaints are rare.
- **Straightforward communication:** Short, to-the-point emails (or app pings that mimic them) plus one clear in-person season kickoff meeting spell out costs, goals, and how parents can reinforce training.

CLUB DIRECTORS – “The Architect”

Administrators overseeing multiple teams, volunteer turnover, and overall program health.

Photo cue: Clipboard-holding director on turf at preseason jamboree, scanning multiple teams with 30% more players than the previous year.

Quote: “Real success is seeing the tryout line get longer every season because our kids can’t stop talking about how good they’re getting and how much fun they’re having.”

Key metrics:

- 6–12 teams; 80–150 athletes under management
- 20 hrs/month lost to pre-season coach onboarding—wants it cut to 5 hrs
- Success signal: win-loss above .600 **and** +10 % year-over-year roster growth with <5 parent complaints/season

Primary Pain Points

- **Volunteer-coach turnover:** Retraining new staffs every season exhausts time and consistency.
- **Program chaos:** Each team runs its own playbook; parents bombard directors with complaints.
- **No unified curriculum:** Hard to align U8 through varsity without a single source of truth.
- **Adoption anxiety:** Fear that any new resource won't be embraced by coaches, players, or parents, leaving the director "holding the bag."
- **Plug-and-play threshold:** If implementation takes more than a single hour-long meeting—or demands constant hand-holding—it's too burdensome.

Dream Outcomes

- **Winning record:** A strong win-loss column fuels player excitement and handles most objections. Players, Parents, and Coaches feel good about what they're accomplishing.
- **Growth flywheel:** Kids talk about lacrosse at school, and rosters expand year-over-year.
- **Low-complaint environment:** Fewer angry emails from parents; clear communication channels keep sideline drama minimal.
- **Club-wide operating system:** One resource that trains coaches, aligns strategy, engages players, and calms parents.
- **More time freedom:** 10+ admin hours reclaimed weekly to focus on expansion—or simply enjoy the game.

Operational Bottlenecks & Timing

- **Most overwhelming phase:** The two months before season kickoff (January in FL, late Feb / early Mar in CO, mid-Mar in the Northeast).
- **First task to offload:** Equipping coaches with all practice plans, playbooks, and skill resources they need—so directors stop firefighting and start overseeing.

Adoption Requirements

1. **One-hour roll-out:** Entire system explained, assigned, and running in a single meeting.
2. **Self-serve assets:** Ready-made videos, PDFs, and links directors can forward to coaches, parents, and players—no custom explainer calls.

3. **Instant win metrics:** Quick evidence (scrimmage success, practice flow) that proves to stakeholders the new system works.
- **Need to refine:**
 - Quick-hit bio cards (photo cue, quote, key metrics).
 - Buying-journey stage mapping for each avatar.

4. Messaging Architecture

North-Star Idea

Stop Guessing. Train Smarter.

A shortcut to mastery and confidence for every lacrosse family.

Tagline Layer

- **Master Tagline: Stop Guessing. Train Smarter. Win Together.**
- **Supporting Sub-line:** *Trusted by 135,000 + lacrosse coaches, players and parents worldwide.*
Use the master line with the logo; add the sub-line when extra context is helpful (web hero, slide covers, merch sleeves).

2 · Positioning Statement (internal)

*For coaches, clubs, players and parents who want a complete, well-produced system, **POWLAX** is the all-in-one lacrosse education platform that unites coaching road-maps, gamified player training and parent guidance in one package. Unlike premium video-only subscriptions, POWLAX delivers integrated support for every avatar—so the entire community can progress confidently together.*

3 · Boilerplate Paragraph (press / about)

POWLAX is the lacrosse-education platform trusted by **135,000 +** members in 30 + countries. Founded by coach **Patrick Chapla**, who transformed a family-first love of the game into a global classroom, POWLAX pairs ready-made practice road-maps, gamified player workouts and parent 101 guides so programs can **understand the game and improve faster**. From backyard reps to championship runs, POWLAX delivers clear tools, supportive challenge and measurable progress—giving the entire community a confident path to lacrosse success.

Patrick Chapla · Founder · patrick@powlax.com · +1-720-212-4322)

4 · Core Value-Proposition Headlines

1. **4-Hour Practice Road-maps** — *Plan less, coach more.*
2. **Do The Right Workouts = More Playing Time** — *Badges turn reps into results.*
3. **Lacrosse 101, Zero Guesswork** — *Parents help with confidence, not confusion.*

4. **Turnkey Curriculum That Grows Programs** — *Consistent coaching lifts retention and wins.*

5 • Proof Library

- **Catch-rate jump:** “My middle-school beginners improved from 10 percent successful catches to 60 percent in just two weeks” (quote: Frank Gucciardo).
- **Parent wow-moment:** “After doing a Solid Start workout my son used the move at practice and was *stoked* — he felt like he’d unlocked a secret code.” - Todd Decker
- **Coach validation:** “POWLAX turned my defensive ideas into a simple, championship-ready system.”

6 • Persona Fit (benefit mapping in words)

Coach - “The Tactician / Reluctant Captain”

Fit → Benefit

- **Team HQ Platform (Practice & Player Engine)** – one hub that holds strategy videos, printable/digital playbooks *and* free-tier Online Skills Academy workouts. Players level-up their Lacrosse IQ by studying the playbook and sharpen skills through gamified drills, while you assign, track, and communicate in a single dashboard—good-bye midnight prep marathons.
- **Strategy Playbook Videos + PDFs** – position-tagged offensive & defensive roadmaps with coaching cues that players can preview as “IQ homework,” giving the whole team one clear language and wiping out the random-YouTube scramble.
- **Youth Lacrosse Coaching Master Class** – The complete framework: how the game actually works, age-appropriate benchmarks, fast-track fundamentals progressions, and practice-design templates that connect with kids so they can do what you’re asking from Day 1.
- **Coach Community** – round-the-clock forums and resource swaps so you can sanity-check ideas, grab fresh drills, and never coach alone.

Player – “The Aspiring Stand-Out”

Fit → Benefit

- **Online Skills Academy workouts** – 12-workout progressions per position; turn backyard reps into on-field wins.
- **Gamified badges, ranks, points** – built-in motivation keeps you logging sessions without Mom nagging.
- **Team Playbook previews (Team HQ / Club OS)** – see the scheme first, understand your role, and arrive at practice ready.

Parent – “The Protective Supporter”

Fit → Benefit

- **Skills Academy + Team Playbook access** – your athlete gets a step-by-step roadmap for both skills and game IQ—no more guessing in the backyard.
- **Lacrosse IQ video modules & quizzes (Team Strategy Master Class in Activated tier)** – coaches can verify your child “gets it,” so effort turns into noticed improvement.
- **Progress you can see** – badges, ranks, and leaderboards show steady growth, replacing worry with pride. POWLAX Product Offering...POWLAX Product Offering...

Club Director – “The Architect”

Fit → Benefit

- **Club OS tiers (Foundation / Growth / Command)** – each coach receives age-appropriate drills, printable & digital playbooks, and (at Growth/Command) enhanced training—no more reinventing the wheel every season.
- **Team HQ Platform for every roster** – videos, playbooks, leaderboard activity, and basic Academy passes all live in one place, so you’re not juggling links.
- **Full Skills Academy passes in Command tier** – see which players and teams are putting in extra work through the built-in leaderboard.
- **Custom Club Onboarding (Command)** – POWLAX walks new clubs through setup, cutting your preseason chaos.

Athletic Director / Sponsor – “The ROI-Minded Backer”

Fit → Benefit

- **Fixed per-team pricing (Team HQ or Club OS)** – clear, line-item costs make budgeting and approval simple.
- **Team HQ Platform & Playbooks** – ensures athletes and coaches have structured resources without the AD needing to source separate tools.
- **Coaches Training licenses (Leadership/Activated or Club OS Growth/Command)** – professional-development value you can point to in board reports.

7 · Objection-and-Counter Bank

Coach push-back: “I need to check who’s paying.”

→ Counter: 30-day “Launch When Ready” guarantee; no money risk until the first practice plan goes live.

Timing objection (all avatars): “Season starts next week, we don’t have time to implement.”

→ Counter: site tour videos are <10 minutes per avatar; coaches can run their first POWLAX practice the same day.

Price vs Value (Club Directors):

→ Counter: one per-player fee replaces clinics, manuals and extra staff hours — and includes a 100 percent roll-forward credit if you're not thrilled after 30 days of live use.

Usefulness (Players):

→ Counter: personalised drills target the weakest skill first; most players double catch-rate inside two weeks.

Effort (Parents):

→ Counter: five-minute micro-lessons fit between school and dinner; you'll know exactly what to cheer for at the next game.

Success-story proof against “too expensive”: Youth-coach who hesitated on cost later said, “Now that I'm inside, I wish I'd started two months ago — I finally see how every drill fits together.”

8 · CTA Ladder

Awareness – free gateway: strategy & drill videos on YouTube / POWLAX.com (biggest lead driver).

Consideration – sampler: free tier of the Online Skills Academy (five workouts + progress tracking).

Conversion priorities:

- 1 · Club OS contract
- 2 · Team HQ subscription
- 3 · Coaches' Kit membership
- 4 · Individual Skills Academy membership

Activation moments that predict renewal:

- Coach: invites players, assigns first playbook, players log in.
- Player: completes first wall-ball + position-specific workout and earns a badge.

Advocacy mechanism now: affiliate program for coaches and clubs (tracked referrals > discounts or revenue-share). Social shout-outs remain supportive but secondary.

5. Product Offer Stack.

We provide honest, elite-yet-accessible guidance for every level of lacrosse. Our systems are designed to be simple, leveraging proven reps and year-round support so coaches and directors can rely on one resource to train their people, players improve quickly and feel valued, parents see growth and joy, and clubs flourish.

Below you'll find our tailored offerings, designed to meet you where you are and help you get where you want to go.

I. Individual Coach Options

For the strategy-minded coach who needs a reliable, time-saving system.

Offer Stacks:

1. Coach Essentials Kit

- **Price:** \$149 (Retail Value: \$256, You Save: \$107)
- **Tagline:** Your Starting Point for Smarter Coaching.
- **Description:** Get the fundamental tools to understand your team's needs and start implementing effective strategies right away.
- **What's Included:**
 - **Coach Mastery Assessment (Lead Magnet):** "Know Where to Start." Assessment tool that helps coaches identify where their team stands in every phase of the game, and recommends the most relevant free training videos. (Value: \$0.00)
 - **Coach Community Access (Lead Magnet):** "You're Not Coaching Alone." Access to the POWLAX community on POWLAX.com — including coaching forums, shared drills, Q&A, and discussions across all levels of youth lacrosse. (Value: \$0.00)
 - **Printable Playbooks:** "Grab-and-Go Visuals." Printable one-page diagrams that match all POWLAX video content — perfect for sideline use, handouts, or team meetings. (Value: \$99)
 - **Digital Playbook (Lacrosse Lab - Individual Addition):** "Interactive Teaching Tools." Digital play and drill diagrams hosted in Lacrosse Lab — scrub, zoom, and walk through plays and concepts directly with your players or staff. (Value: \$99)

- **Parent Sideline Pack:** "Coach the Sideline Too." A bundle of prewritten emails, parent education, and behavior guidelines — helps coaches reduce drama and build trust with families from day one. (Value: \$29)
- **Lacrosse Skill Verbiage Cheat Sheet:** "Talk Like a Pro." Standardized terms and cues for teaching fundamentals fast — helps new coaches use consistent language and get players aligned more efficiently. (Value: \$29)

2. Coach Confidence Kit

- **Price:** \$299 (Retail Value: \$705, You Save: \$406)
- **Tagline:** Elevate Your Coaching. Build Unshakeable Team Confidence.
- **Description:** Everything in the Essentials Kit, PLUS our comprehensive Coaches Training and Strategy Playbook to deeply enhance your coaching prowess and your team's understanding of the game.
- **What's Included:**
 - All features in the **Coach Essentials Kit**.
 - **Coaches Training:** "Coach Smarter, Not Harder." The full Youth Lacrosse Coaching Master Class — 40+ video lessons for planning practices, teaching skills, and managing teams, with age-specific Boot Camps coming soon. (Value: \$249)
 - **Strategy Playbook (No Quizzes):** "Teach the System." A full library of strategy videos and printable PDFs that cover every phase of the game and all core fundamentals — no quizzes or tracking, just raw coaching content. (Value: \$200)

Comparison Chart: Individual Coach Options

Tier		Essentials Coaching Kit		Confidence Coaching Kit	
Cost Per Team		\$149		\$299	
Feature	Retail Value (\$)	#	Total	#	Total
Coach Mastery Assessment	\$0.00	1	\$0.00	1	\$0.00
Coach Community Access	\$0.00	1	\$0.00	1	\$0.00
Youth Lacrosse Coaching Master Class	\$249	0	\$0	1	\$249
Team Strategy Playbook	\$200	0	\$0	1	\$200
Printable Playbooks	\$99	1	\$99	1	\$99
Individual Digital Playbook (Lacrosse Lab)	\$99	1	\$99	1	\$99
Parent Comms Pack	\$29	1	\$29	1	\$29
Lacrosse Coaching Cheat Sheet	\$29	1	\$29	1	\$29
Custom Club Onboarding	N/A				
Add-Ons Available	N/A				
Total Retail Value (per team)			\$256		\$705
Your Price (per team)			\$149		\$299
Amount Saved vs Retail (per team)			\$107		\$406

II. Team HQ Options

For the single youth team needing order, teams ready to align staff with digital plays, or larger teams wanting full player activation.

Offer Stacks:

1. Team HQ: Structure

- **Price:** \$349 (Retail Value: \$607, You Save: \$258)
- **Ideal Buyer:** Single youth team needing order.
- **Core Outcome:** Organized practices + printable playbook.
- **Description:** Build a strong foundation for your team with essential organizational tools, training resources, and our comprehensive printable playbook system.
- **What's Included:**
 - **Coach Mastery Assessment (Lead Magnet):** "Know Where to Start." (Value: \$0.00)

- **Coach Community Access (Lead Magnet):** "You're Not Coaching Alone." (Value: \$0.00)
- **Strategy Playbook (No Quizzes):** "Teach the System." (Value: \$200)
- **Printable Playbooks:** "Grab-and-Go Visuals." (Value: \$99)
- **Team HQ Platform:** "One Hub to Run Your Team." A centralized team platform for video, playbooks, leaderboard activity, free-tier Academy access, player cards, and coaching communication — everything in one place. (Value: \$250)
- **Skills Academy (Basic):** "Gamified Player Development." Position-specific training workouts with ranks, badges, and points — players earn rewards as they complete drills and progress through the system. (Value: \$0.00 - Academy Basic)
- **Parent Sideline Pack:** "Coach the Sideline Too." (Value: \$29)
- **Lacrosse Skill Verbiage Cheat Sheet:** "Talk Like a Pro." (Value: \$29)

2. Team HQ: Leadership

- **Price:** \$599 (Retail Value: \$955, You Save: \$356)
- **Ideal Buyer:** Teams ready to align staff & digital plays.
- **Core Outcome:** Assistants trained, digital playbook live.
- **Description:** Equip your entire coaching staff and provide interactive digital tools for your players, fostering team-wide alignment and smarter play.
- **What's Included:**
 - All features in **Team HQ: Structure.**
 - **Coaches Training:** "Coach Smarter, Not Harder." (1 Coach License Valued at \$249, this package includes enough for 3 coaches valued at \$749 according to the pricing table structure - this is an interpretation as the table shows \$249 for the single coach plan and then \$749 for the Team HQ Leadership plan feature. The individual price is \$249/coach. For Team HQ Leadership, the price jumps to \$749 for this feature). The full Youth Lacrosse Coaching Master Class — 40+ video lessons for planning practices, teaching skills, and managing teams, with age-specific Boot Camps coming soon.
 - **Digital Playbook (Lacrosse Lab - Individual Addition):** "Interactive Teaching Tools." (Value: \$99) (Note: The pricing table indicates \$99 for Leadership, suggesting individual access for the coach, distinct from the more expensive Team

Edition for Activated.)

3. Team HQ: Activated

- **Price:** \$2499 (Retail Value: \$7529, You Save: \$5030)
- **Ideal Buyer:** Large HS or club team wanting full player activation.
- **Core Outcome:** Players self-train, coaches monitor progress.
- **Description:** The ultimate package for team development. Fully activate your players with self-training tools, trackable progress, and top-tier digital resources, all managed from your central Team HQ.
- **What's Included:**
 - All features in **Team HQ: Structure** (with upgrades).
 - **Coaches Training:** "Coach Smarter, Not Harder." (Value: \$749 - indicating multiple coach access as per Team HQ Leadership interpretation)
 - **Team Strategy Master Class (With Quizzes):** "Testable, Trackable Team Learning." Everything in the Strategy Playbook plus quizzes, progress tracking, and coach dashboards to make sure players understand and retain what they're taught. (Value: \$999)
 - **Digital Playbook (Lacrosse Lab - Team Edition):** "Interactive Teaching Tools." The coach has access and can use POWLAX Playbook to populate his team playbook and send it to players, use practice planner and scheduler. (Value: \$399)
 - **Full Skills Academy:** "Gamified Player Development." (25 passes) Position-specific training workouts with ranks, badges, and points — players earn rewards as they complete drills and progress through the system. (Value: \$4975/team of 25 players/year)

Comparison Chart: Team HQ Options

Tier		Team HQ: Structure		Team HQ: Leadership		Team HQ: Activation	
Cost Per Team		\$349		\$599		\$2,499	
Feature	Retail Value (per team)	#	Total	#	Total	#	Total
Coach Mastery Assessment	\$0.00	1	\$0.00	1	\$0.00	1	\$0.00
Coach Community Access	\$0.00	1	\$0.00	1	\$0.00	1	\$0.00
Youth Lacrosse Coaching Master Class	\$249	0	\$0	3	\$747	3	\$747
Team Strategy Playbook	\$200	1	\$200	1	\$200	1	\$200
Team Strategy Master Class	\$999	0	\$0		\$0	1	\$999
Printable Playbooks	\$99	1	\$99	3	\$297	3	\$297
Individual Digital Playbook	\$99	1	\$99	0	\$0	0	\$0
Team Digital Playbook (Lacrosse)	\$399		\$0	1	\$399	1	\$399
Team HQ Platform	\$250	1	\$250	1	\$250	1	\$250
Skills Academy Basic	\$0.00	25	\$0.00	25	\$0.00		\$0.00
Skills Academy Complete	\$199.00		\$0.00		\$0.00	25	\$4,975.00
Parent Comms Pack	\$29	1	\$29	1	\$29	1	\$29
Lacrosse Coaching Cheat Sheet	\$29	1	\$29	1	\$29	1	\$29
Custom Club Onboarding	N/A						
Add-Ons Available	N/A						
Total Retail Value (per team)			\$706		\$1,951		\$7,925
Your Price (per team)			\$349		\$599		\$2,499
Amount Saved vs Retail (per team)			\$357		\$1,352		\$5,426

III. Club OS Options (3 Team Minimum)

For club directors needing a unified system to manage multiple teams, ensuring consistent, high-quality coaching and player development across the board.

Offer Stacks:

1. Club OS: Foundation


- **Price:** \$299/team (Club Cost with 3 Team Minimum: \$897)
- **Retail Value:** \$607/team (Club Savings for 3 Teams: \$924)
- **Description:** Lay a solid groundwork for your entire club with essential tools for each team, promoting consistent coaching and access to core learning resources.
- **What's Included (per team):**
 - **Coach Mastery Assessment (Lead Magnet):** "Know Where to Start." (Value: \$0.00)
 - **Coach Community Access (Lead Magnet):** "You're Not Coaching Alone." (Value: \$0.00)
 - **Coaches Training:** "Coach Smarter, Not Harder." (Value: \$249)
 - **Strategy Playbook (No Quizzes):** "Teach the System." (Value: \$200)
 - **Printable Playbooks:** "Grab-and-Go Visuals." (Value: \$99)
 - **Digital Playbook (Lacrosse Lab - Individual Addition):** "Interactive Teaching Tools." (Value: \$99)
 - **Team HQ Platform:** "One Hub to Run Your Team." (Value: \$250)
 - **Skills Academy (Basic):** "Gamified Player Development." (Value: \$0.00)
 - **Parent Sideline Pack:** "Coach the Sideline Too." (Value: \$29)
 - **Lacrosse Skill Verbiage Cheat Sheet:** "Talk Like a Pro." (Value: \$29)

2. Club OS: Growth

- **Price:** \$499/team (Club Cost with 3 Team Minimum: \$1497)
- **Retail Value:** \$955/team (Club Savings for 3 Teams: \$1368)

- **Description:** Scale your club's capabilities with enhanced training for coaches and advanced digital playbook tools for every team.
- **What's Included (per team):**
 - All features in **Club OS: Foundation**.
 - **Coaches Training (Enhanced access implied by higher tier/value):** "Coach Smarter, Not Harder." (Value: \$749, similar to Team HQ Leadership, suggesting broader access for club coaches).
 - **Digital Playbook (Lacrosse Lab - Team Edition):** "Interactive Teaching Tools." The coach has access and can use POWLAX Playbook to populate his team playbook and send it to players, use practice planner and scheduler. (Value: \$399) (This is an upgrade from Individual access in Foundation).

3. Club OS: Command

- **Price:** \$1999/team (Club Cost with 3 Team Minimum: \$5997)
- **Retail Value:** \$7530/team (Club Savings for 3 Teams: \$16593)
- **Description:** The ultimate club solution. Empower every team with the full suite of POWLAX tools, including comprehensive player development systems, advanced strategy classes, and robust digital resources for maximum impact.
- **What's Included (per team):**
 - All features in **Club OS: Foundation** (with premium upgrades).
 - **Coaches Training (Enhanced access):** "Coach Smarter, Not Harder." (Value: \$749)
 - **Team Strategy Master Class (With Quizzes):** "Testable, Trackable Team Learning." (Value: \$1000 - note price difference from Team HQ Activated)
 - **Digital Playbook (Lacrosse Lab - Team Edition):** "Interactive Teaching Tools." (Value: \$399)
 - **Full Skills Academy:** "Gamified Player Development." (25 passes per team) (Value: \$4975)
 -  **Custom Club Onboarding**

Comparison Chart: Club OS Options (3 Team Minimum)

Tier		Club OS: Foundation		Club OS: Growth		Club OS: Command	
Cost Per Team		\$299/team		\$499/team		\$1999/team	
Feature	Retail	#	Total	#	Total	#	Total
Coach Mastery Assessment	\$0.00	1	\$0.00	1	\$0.00	1	\$0.00
Coach Community Access	\$0.00	1	\$0.00	1	\$0.00	1	\$0.00
Coaches Training	\$249	0	\$0	3	\$747	3	\$747
Team Strategy Playbook	\$200	1	\$200	1	\$200	1	\$200
Team Strategy Master Class (With Quizzes)	\$1,000	0	\$0		\$0	1	\$1,000
Printable Playbooks	\$99	1	\$99	3	\$297	3	\$297
Individual Digital Playbook (Lacrosse Lab)	\$99	1	\$99	0	\$0	0	\$0
Team Digital Playbook (Lacrosse Lab)	\$399		\$0	1	\$399	1	\$399
Team HQ Platform	\$250	1	\$250	1	\$250	1	\$250
Skills Academy Basic	\$0.00	25	\$0.00	25	\$0.00		\$0.00
Skills Academy Complete	\$199.00		\$0.00		\$0.00	25	\$4,975.00
Parent Comms Pack	\$29	1	\$29	1	\$29	1	\$29
Lacrosse Coaching Cheat Sheet	\$29	1	\$29	1	\$29	1	\$29
Custom Club Onboarding	N/A						
Add-Ons Available	N/A						
Total Retail Value (per team)			\$706		\$1,951		\$7,926
Your Price (per team)			\$299		\$499		\$1,999
Amount Saved vs Retail (per team)			\$407		\$1,452		\$5,927
Club Cost with 3 Team Minimum			\$897		\$1,497		\$5,997
Club Savings for 3 Teams			\$1,221		\$4,356		\$17,781



30-Day Activation Guarantee

Try POWLAX for 30 Days — When You're Ready.

We know youth lacrosse doesn't run on a calendar — it runs on chaos.
That's why our guarantee doesn't start when you buy it... it starts when you launch it.

You'll have 30 days from when your team activates (sets up players, assigns the first playbook, or starts the first practice plan) to try everything POWLAX offers — from Team HQ to the Skills Academy.

If, after 30 days of using the system:

-  **Coaches** complete 4 lessons in the Master Class.
-  At least **50% of your players** log into the Skills Academy and complete 1 workout...

...and you **still** don't feel like the system is delivering value?

We'll issue a full refund or apply 100% of your payment toward a future season.

No risk. No pressure. Just results — when your season starts.

6. Sales Playbook Per Avatar

Sales Strategy – Coach Avatar (“The Tactician”)

Title

Stop Reinventing Practice. Start Coaching with Confidence.

Subtitle

A proven, plug-and-play system that turns overwhelmed volunteer coaches into trusted leaders players respect.

Pitch Narrative




Your players’ skills are all over the map. Drills fall flat, parents second-guess you, and every week feels like another late-night Google hunt for something—anything—that works. One U-12 coach nailed the struggle: “*Kids miss practice or show up with terrible attitudes and literally do not try.*”





It doesn’t have to be this hard.

POWLAX Coach Confidence Kit + Team Fast-Track System hands you a complete season roadmap, skill-building video drills, and bite-sized coaching masterclasses. Players learn at home, arrive locked-in, and practices finally click. Parents see progress, players gain confidence, and you lead with calm authority—not chaos.

Dream scene: Three weeks from now your midfield runs the Cuse Motion Offense passing drill in sync, parents cheer a textbook fast-break, and a player grins, “Coach, we actually nailed it!” That’s the power of knowing exactly what to teach—and having players train themselves between sessions.

Key Selling Points & Objection Handles

-  **Ready-Made Practice Roadmaps** – Minute-by-minute plans for every age group save you 2+ hours a week. *No more 1 a.m. drill searches.*
-  **Player Self-Training Videos** – 100+ skill clips inside the Skills Academy shift reps onto the players. They show up warmed-up, you focus on strategy.
-  **Coach Boot Camp & Strategy Classes** – Learn lacrosse IQ fast—even if you never played. Short modules on rules, rotations, and in-game adjustments build real confidence.

-  **More Time on the Field, Less Behind a Screen** – Kids who train themselves listen —and parents notice.
-  **Cost Concern?** – One season’s access costs less than a single tournament trip and can be shared across the whole roster.
-  **Age-Group Fit** – Every drill and tactic is tagged U8–U14. Select your level; the system filters everything automatically.
-  **Simple Tech** – Mobile-friendly web app: if you can open email, you can run POWLAX.

Call-to-Action

Ready to coach with confidence? Click **“Get the Coach Confidence Kit”** to preview a free sample practice plan.

Sales Strategy – Club Director Avatar (“The Architect”)

Title

One Unified System. Zero Coaching Chaos.

Subtitle

A club-wide operating system that lets every volunteer coach look like a pro and every player climb the ladder—without piling more work on you.

Narrative (Problem → Vision → Solution)



Problem (Pain): Parents blow up your inbox about inconsistent coaching. Each team runs its own drills, and you spend nights smoothing conflicts instead of building the program. Coaches rarely log into the tools you try—so you end up reinventing solutions every season.



Vision (Dream Season): By this time next year, you get fewer complaint calls and more high-fives. Volunteer coaches step on the field with confidence, players move smoothly up age groups, and parents brag about joining the club. When questions arise, you simply point them to the right POWLAX resource—no more firefighting.

Solution (Club Coaching OS): The POWLAX *Club Coaching OS* stacks five tools into one subscription:

1. **Club HQ license** – creates a digital home for every team (3+ teams).
2. **Digital Playbook access** – shared curriculum & playbooks for all teams.
3. **Coaching Master Class library** – boot-camp videos and strategy sessions for every coach.
4. **Skills Academy + Leaderboard** – keeps players practicing at home and parents cheering.
5. **POWLAX Coach Community & forum** – fast answers, white-label resources, and ongoing support.

Bullet-Point Pitch (Hormozi Style)

-  **Saves 10+ Admin Hours/Week** – shared playbooks mean you stop re-explaining drills; coaches run practice on autopilot.
-  **Players Improve Themselves** – Skills Academy bumps catching from 10 % to 60 % accuracy in two weeks for new players.

-  **Coaches and Players Actually Log In** – progress leaderboards and community badges nudge usage (plus we handle coach onboarding for you).
-  **Team Based Pricing: \$900–\$2 K** – over \$7.5 K in value bundled; price scales with team count.

Sales Strategy – Parent-Coach Avatar (“The Reluctant Captain”)

Title

From Nervous Parent to Confident Coach—Fast.

Subtitle

A plug-and-play roadmap that lets you run fun, skill-building practices even if you never played lacrosse.

Narrative (Problem → Vision → Solution)





Problem (Pain): You raised your hand because no one else would, yet every drill feels like guesswork. Players tune you out, advanced kids roll their eyes, and other parents quietly judge. One coach put it bluntly: *‘‘I didn’t play lacrosse, so I can’t exactly coach my kid in the backyard.’’



Vision (Dream): Imagine three weeks from now—kids hustle, laugh, and actually listen. A player jokes, ‘‘Coach, you’d better be careful; you’re starting to look like a real lacrosse coach.’’ Parents thank you after practice, and the team feels like a second family.

Solution: The **Coach Confidence Kit** inside **Team HQ** hands you:

- Short video demos that show *exactly* how and why to teach and why to use each drill.

Bullet Points (Features → Benefits → Why it Matters)

-  **Ready-Made Practice Plans** – Open your phone, pick today’s plan, and coach. *Players see structure; parents see a pro at work.*
-  **Drill Videos in Plain English** – Watch once and teach with confidence—even if you can’t cradle yet. *(Removes fear of “looking clueless.”)*
-  **Skills Academy for Kids** – Players train at home, earn leaderboard points, and arrive practice-ready. *Less time on basics, more time on fun games.*
-  **Coach Community Access** – Ask any question (‘‘What age can I teach dodges?’’) and get answers from seasoned coaches within hours. *(You’re never alone.)*

-  **Parent-Friendly Resources** – Share quick guides so parents understand drills and support you instead of second-guessing.
-  **Still Worried About Cost?** Every player gets the Academy free; as they upgrade, you earn credit toward next season—so the system can *pay for itself*.

7. Funnel Launch Blueprints

Funnel Goal:

Turn **new or overwhelmed coaches** (volunteer, parent, assistant) into confident, prepared, POWLAX-aligned coaches — and convert them from **free users** into **high-value buyers** of the *Boot Camps*, *Master Classes*, *Team HQ*, or full **Club OS**.

THE FUNNEL FLOW (5 Steps)

Step 1: Entry Point — “Coach Mastery Assessment” (Free)


“Take 3 minutes to discover your personalized coaching roadmap.”

What it does:

- Segments by experience level + age group (K–2, 3–4, 5–6, 7–8, HS)
- Asks about common challenges (“getting kids to listen,” “practice ideas,” etc.)
- Collects email + team info
- Auto-recommends next step: specific **Boot Camp** or **Master Class**

Why it works:

- It's frictionless.
- Personalization creates trust.
- Coaches self-identify pain points = higher intent.

 **Next action:** Takes them straight to Boot Camp registration (Step 2)

Step 2: Offer — “2-Hour Youth Coaching Boot Camp”

“Everything you need to run your first week like a pro — even if you’ve never coached before.”

Structure:

- Position as an **age-specific starter kit**
(e.g. “K–2 Boot Camp: Managing Chaos, Teaching Basics, Making It Fun”)
- Includes:
 - Age-appropriate practice framework
 - First practice template
 - How to talk to parents
 - Fun & engaging warm-ups
 - Skill-building drills without overcoaching

Price: \$49–\$99

(Low-ticket, but HIGH trust-builder)

Why it works:

- It's a fast win.
- It immediately solves the "I have no clue where to start" problem.
- It builds momentum toward larger purchases.



Next action: One-click offer for full Master Class (Step 3)



Step 3: Upsell — Youth Lacrosse Coaching Master Class

“Go from rookie to ready for the full season.”

Offer Stack:

- Full on-demand Master Class (\$250)
- 40+ lesson library
- Printable PDF Playbooks
- Quizzes + lesson-based workouts
- Bonus: “Season-in-a-Box Toolkit” or Parent Pack (create urgency)

Why it works:

- High perceived value after the Boot Camp.
- Reinforces that coaching is a **progression**, not a one-time event.
- Helps them avoid common mid-season burnout or frustration.

✅ **Next action:** Offer Team HQ for organizing their season (Step 4)

Step 4: Team Offer — Team Fast-Track System

“Everything your whole staff needs in one place.”

Value Props:

- Team HQ (\$250)
- Digital Playbook (+\$399 option)
- 2 additional coach licenses for Master Class
- Bonus: Assistant Coach Onboarding Kit

Price: \$499–\$899 depending on tier

Why it works:

- By this point, the coach **sees the mess coming**.
- They want help managing practice prep, assistant coaches, and player materials.
- This turns you into their *ops solution*, not just a training provider.

✅ **Next action:** Offer to connect with their club director (Step 5)

Step 5: Expansion — Club OS Referral Flow

“Run your entire club like a pro — from parent sideline rules to coach training.”

Trigger:

- After Team HQ purchase, ask:
“Would your club benefit from this kind of structure?”

- Incentivize the referral:
 - Discounted Club OS setup
 - Free Boot Camp credits for every referred team
 - Offer to run a **free virtual director walkthrough**

BONUS: Email & SMS Sequence (Optional)

Email/SMS Flow tied to Funnel:

1. **After Assessment** – "Your roadmap is ready" → Boot Camp CTA
2. **After Boot Camp** – "Ready to build a full season plan?" → Master Class CTA
3. **After Master Class** – "Want your whole team running this playbook?" → Team HQ CTA
4. **After Team HQ** – "Want your club on the same page?" → Club OS referral CTA

POWER TAGLINE FOR FUNNEL:

"We train coaches the way you wish someone trained you."

You want me to mock up the **exact landing pages**, email copy, or plug this into a flowchart? Or break this down into a Zapier/Kajabi/ConvertKit automation map?

Because this funnel could be doing the heavy lifting for you 24/7 with the right backend.

You said:

Please answer these questions for the Coach Confidence Kit. Who exactly is this for? (e.g., new coach, solo coach, assistant?) Top pain this solves? ("I don't know what to run at practice...") What's included in this kit so far? (e.g., Master Class, PDFs, 1 Strategy Class?) Price you want to sell it for? Any bonuses or add-ons you want to include?

ChatGPT said:

Absolutely — let's lock in the **Coach Confidence Kit** offer so it sells itself.

Who exactly is this for?

- ◆ **New head coaches** who feel unprepared and overwhelmed
- ◆ **Solo coaches** (no assistants or support system)
- ◆ **Assistant coaches** who just got asked to “run a drill” and panicked
- ◆ Former players who’ve never coached youth before
- ◆ Parents turned volunteer coaches with zero framework

Basically, **anyone who’s responsible for running practices but secretly has no idea what they’re doing** — or who feels like they’re faking it every time they step on the field.

Top Pain This Solves

“I don’t know what to run at practice, I feel like I’m winging it, and I’m afraid I’m wasting the kids’ time.”

Also:

- “The drills I’m using are either too advanced or too boring.”
- “My practices are chaotic and I’m losing the kids’ attention.”
- “I want to do a good job, but I’ve never been trained to coach youth.”

This kit turns **confusion** → **clarity** and **guesswork** → **confidence**.

What’s Included in the Kit (So Far)

1. **Youth Lacrosse Coaching Master Class** (\$250)
 - 40+ lessons, 48 quizzes/workouts
 - Core practice-planning frameworks
 - Skill progression systems by age group
2. **Printable Playbook PDF Library** (\$99/year)
 - One-pagers to print, hand out, or reference during practice
3. **1 Strategy Video Master Class** of choice (\$200)

- Covers a specific offense/defense concept in depth
- Includes video + knowledge checks + matching playbook PDFs

4. **Season-in-a-Box Toolkit** (New Addition — High Value!)

- First-practice checklist
- Parent communication templates
- Season calendar builder
- Team rules & role assignments

5. **Parent Sideline Pack** (New Addition)

- “Lacrosse 101” video series
- “How to Support Your Player” guide
- Email templates for coach-to-parent comms

Target Price




- **\$299** — one payment
- **OR 2-pay option: \$169 x 2**
- Bonus anchoring: *“Less than \$6/week to feel in control all season.”*

Anchor value: ~\$600

Perceived value could be even higher once you include the templates and first-practice systems.

Bonuses / Add-Ons (Optional)

Bonus Ideas:

-  **Coach Mastery Assessment** (Free, but used to personalize onboarding)
-  **Access to Skool Coach Community** (peer support + Q&A)
-  **\$50 credit toward Team HQ upgrade** (nudge them to step up later)

Add-Ons (one-click or email upsell):

- Add 1-Year **Digital Playbook Access** for \$99
- Add 1 **Skills Academy Player Pass** for \$199 (for their most committed player or child)
- Add 1 extra **Strategy Master Class** for \$99

8. Content & Channel Playbook

Content & Channel Playbook (v1.0)

8.1 Posting-Cadence Principles

- **Season Split**
 - **Peak spring (Jan – May)** – Minimal new long-form on YouTube; publish only urgent coach Q&A or Zoom-call recaps.
 - **Off-season / Pre-season (Jun – Dec)** – 3–4 fully edited long-form YouTube videos per month, finished before January rush; each includes CTAs toward the POWLAX Coaching Community → Team HQ → Club OS.
 - **Reels/Shorts (IG + TikTok)** – Target ≥ 15 per month year-round. Off-season posts focus on evergreen tips; in-season posts pivot to performance reminders for players, coaches, parents.
 - **Email / Newsletter** – No fixed cadence; only send when delivering fresh, “problem-solved” value.
- **YouTube Content Mix (annual avg.)**
 - ~80 % Strategy / Theory / Drill Deep-Dives
 - ~10 % Player-aimed skill drills & gear reviews
 - ~10 % Coaching stories / behind-the-scenes.
- **IG/TikTok Format**
 - No rigid “series day.” Posts respond to current questions + spontaneous ideas; mix of talking-head tips, demo clips, and quick overlays.

8.2 SEO & Keyword Clusters

- **Primary search-intent buckets**
 - Lacrosse Strategy (offense, defense, rides, clears, face-offs)
 - “How to coach lacrosse” & youth practice planning
 - Team / Club solutions (“organize my lacrosse team”, “practice planner app”)
 - Player Development queries within Team HQ / Club OS context (“best wall-ball routine”, “track lacrosse player progress”).
- **Geographic targets**
 - USA Lacrosse nationwide
 - Emerging EU markets (Poland, England, Germany) for Team HQ & Club OS.
- **Keyword-difficulty workflow**
 - Use **Ahrefs** or **Semrush** once per quarter: export KD < 40 opportunities; map to pillars; queue content briefs. If none available, fall back to Google Search Console “queries > impressions > clicks < 10”.

8.3 Hashtag Policy

- **Brand stance** – Rely on platform algorithm; hashtags optional. No evergreen or campaign-specific tags mandated.
- **Usage** – Add only context-helpful tags when organic (e.g., #LacrosseComesAlive) but never forced.
- **Quantity** – No maximum set; keep caption visually clean.

8.4 UTM Syntax Guide

- **Analytics stack** – Google Analytics 4.
- **Components locked** – utm_source, utm_medium, utm_campaign, utm_content (optional), utm_term (optional).
- **Values**
 - utm_source = platform (youtube, instagram, tiktok, email)
 - utm_medium = granular format (longform, reel, short, story, zoom, pdf)
 - utm_campaign = campaign code (see 11.5)
 - utm_content = post slug or video ID
 - All multi-word values snake_case.
- **Automation note** – n8n workflow planned to auto-append UTMs to published links and write to GA 4 BigQuery table.

8.5 Campaign-Naming Convention

- **Buckets / prefixes**
 - LNCH_ = Launch
 - PROMO_ = Promo / Sale
 - EVRGRN_ = Evergreen / Retention
 - RSRCH_ = Research / Survey.
- **Date code** – DDMMYY immediately after prefix.
- **Product codes**
 - THQ = Team HQ
 - POSA = POWLAX Online Skills Academy
 - COS = Club OS
 - PYLCMC = POWLAX Youth Lacrosse Coaching Master Class.
- **Descriptor** – Short snake_case phrase (assistant_invite, spring_discount).

- **Variant** – Append _A, _B, _v2 etc. for split-tests.
- **Example** – LNCH_150625_THQ_assistant_invite_A.
- **Visibility** – Internal only; never surface in public-facing copy.

8.6 Marketing Content Brief – Coach Audience

Primary Formats

Channel	Content Piece	Purpose
YouTube (8-min how-to)	"How I Plan a Laser-Focused Practice in 15 Minutes" video	Deliver full lesson & build authority
Email (180 words)	Summary + timestamp links & PDF cheat-sheet	Reinforce lesson and drive PDF download
Instagram / Facebook Carousel (5 slides)	"15-Minute Practice Planner" quick-swipe visuals	Snackable recap; drives to YouTube video
TikTok / Reels (≤ 60 s)	Drill-demo teaser: ground-ball contest	Hook coaches with a visible result; CTA to longer video
Blog Post (700 words, tier-2)	Text version of the YouTube script + embedded video	SEO + shareable reference
PDF Cheat-Sheet	Printable template + one example practice	Lead magnet inside email & blog

Hook (Proof → Promise → Plan)

"Last spring I cut my prep from 2 hrs to 15 min and my U12s doubled ground-ball wins. In this lesson I'll hand you the three-step template—download it free below."

Key Sections & Tips

1. **Set One Skill Theme** – prevents drill soup (ground-ball jitters story).
2. **Pick Two Competitive Drills** – fun competition keeps effort high without punishment.
3. **End with a Game Sprint** – players leave sweaty & smiling; parents see progress.
4. **Drag-and-Drop Template Demo** – screen share of PDF; invite to copy.

Soft POWLAX Tie-ins

- **Mid-video overlay (YouTube):** "Template pre-loaded in Team HQ—see link."

- **Email PS:** "Want all 40 templates inside your dashboard? Try Team HQ risk-free."
- **Carousel slide 5:** subtle logo + URL, "Full video & free PDF in bio."

Tone, Length & Reading Level

- **Video:** 8 min max, 6th-grade language, one clear idea every 8 s.
- **Email:** 3 short paragraphs + bullet list; ≤ 180 words.
- **Carousel:** max 10 words per frame, high-contrast text.
- **Blog:** 700 words, H2 for each step, Flesch score ≥ 80 .

This multi-channel package ensures coaches encounter the same high-value tip wherever they prefer to learn, building trust before any hard CTA.

9. Automation & Tech Ops

10. Visual Identity Spec

POWLAX Visual Style Guide (v.96)

Last updated: 2025-05-25

1. Color Palette (Updated & Confirmed)

- **Dark Navy** #0A2240 – Primary backgrounds, large blocks, dark UI surfaces
- **POWLAX Blue** #2E69B7 – Accent backgrounds, buttons, links
- **Gold** #D7B349 – Highlights, calls-to-action, kinetic-type pops
- **Dark Gold** #B69230 - Dark Gold for text and Backgrounds (Confirmed, not explicitly in HTML but retained as it doesn't conflict)
- **Red** #C83C32 – Error states, urgent notices (Confirmed, not explicitly in HTML but retained as it doesn't conflict)
- **Charcoal Gray** #383535 – Alternate text on light backgrounds, subtle UI outlines (Confirmed, not explicitly in HTML but retained as it doesn't conflict)
- **White** #FFFFFF – Core foreground on dark backgrounds, backgrounds.
- **Body Text Blue-Gray** #1C244B – Default heading & body copy color (Retained from original; replaced by `--navy` and its rgba variants in HTML for body/heading copy on light backgrounds, but kept for clarity and potential specific uses)
- **Navy** #0A2240 – Primary text color, darker UI elements, backgrounds.
- **Light Gray** #F8F9FA – Section backgrounds, subtle UI elements.
- **Border Gray** #E9ECEF – Borders, separators.
- **Text Gray** #EEF2F7 – Accent backgrounds (e.g., FAQ answer background, solution section background).

2. Typography Hierarchy (Updated & Confirmed)

- **Primary web & UI face:** Poppins (Google Fonts) and Inter
- **Print fallback:** Helvetica / Helvetica Neue (Retained from original)
- **System stack:** "Poppins", "Inter", "Helvetica Neue", Helvetica, Arial, sans-serif

Hierarchy settings:

- **Body base font:** Inter
- **H1 (hero):**
 - Font family: Poppins
 - Weight: 700
 - Size: 48px (desktop), 36px (mobile - max-width: 768px)
 - Line-height: 56px (desktop), 42px (mobile - max-width: 768px)
 - Letter-spacing: 0 (Confirmed from original)
 - Color: `var(--navy)` (#0A2240)
- **H2:**
 - Font family: Poppins

- Weight: 700
- Size: 40px (desktop), 32px (mobile - max-width: 768px)
- Line-height: 48px (desktop), 38px (mobile - max-width: 768px)
- Letter-spacing: 0 (Confirmed from original)
- Color: var(--navy) (#0A2240) (or var(--white) when on dark backgrounds)
- **H3:**
 - Font family: Poppins
 - Weight: 600
 - Size: 24px (desktop), 20px (mobile - max-width: 768px)
 - Letter-spacing: 0 (Confirmed from original)
 - Color: var(--navy) (#0A2240) (or var(--white) when on dark backgrounds)
- **Sub-headline:** (No direct equivalent found for general sub-headline. The following are observed text styles that could fall under this, with specific contexts)
 - *Hero section paragraph:* weight 400, size 20px, line-height 28px, color rgba(10,34,64,0.8) (var(--navy) with 80% opacity)
 - *Solution section introductory paragraph:* weight 400, size 22px, line-height 32px, color rgba(10,34,64,0.8) (var(--navy) with 80% opacity)
 - *Differentiating section introductory paragraph:* weight 400, size 20px, line-height 28px, color rgba(255,255,255,0.9) (var(--white) with 90% opacity)
 - *Final CTA section paragraph:* weight 400, size 20px, line-height 28px, color rgba(255,255,255,0.9) (var(--white) with 90% opacity)
 - *FAQ Question:* font family: Poppins, weight 600, size 20px (desktop), 18px (mobile - max-width: 768px), color var(--navy) (#0A2240)
- **Body copy:**
 - Font family: Inter (implied by body font-family)
 - Weight: 400
 - Size: 16px (observed for paragraph text like testimonials, FAQ answers).
 - Line-height: 1.6 (from body tag), specifically observed 26px for testimonials and 24px for FAQ answers.
 - Color: var(--navy) (#0A2240) or rgba(10,34,64,0.8) on light backgrounds; rgba(255,255,255,0.9) or rgba(255,255,255,0.8) on dark backgrounds.
- **Small / caption:**
 - Weight: 400 (Confirmed from original)
 - Size: 13px (from original, no direct conflict)
 - Letter-spacing: 0 (Confirmed from original)
 - Color: var(--text-gray) or rgba(10,34,64,0.7) (for footer and image captions)

- *Specific Caption Style*: font-style: `italic`, color: `rgba(10,34,64,0.7)` (for image captions)
- **Button Text:**
 - Font family: Inter
 - Weight: 600 (for primary, secondary, white buttons)
 - Weight: 700 (for CTA button)
 - Size: 18px (primary, secondary, white buttons)
 - Size: 20px (CTA button)

3. Iconography & Illustration (Confirmed + TBD)

- **Core style:** Mixed outline + infill (modern athletic hybrid) (Confirmed from original)
- **Primary fills:**
 - Light backgrounds → #4C4C4C fill, #1A1A1D stroke (Confirmed from original)
 - Dark backgrounds → #C4C4C4 fill, #FFFFFF stroke (Confirmed from original)
- **Current usage context:** Website navigation menu (future LMS buttons possible) (Confirmed from original)
- **Usage in content:** Simple emojis/icons (✅, 🗑️, 🎓, 🎮, 📊) used for bullet points or feature highlights.
- **Parameters still TBD:**
 - Stroke weight
 - Corner radius
 - Minimum icon size
 - Illustration prompt rules (subjects always on-brand / off-limits)

4. Motion / Animation Rules (Confirmed + TBD)

- **Energy baseline:** Calm tutorial (≈ Level 2 of 5) (Confirmed from original)
- **Lower-third template:** Centered text block, fade-in, no icon. Font = Poppins Semibold headline with Light descriptors. Safe-margin: 5 % inside frame. (Confirmed from original)
- **Segment transitions:**
 - Pull-in (zoom) for Talking-Head → Webinar slides (duration 0.5 s) (Confirmed from original)
 - Pull-out for Webinar → Talking-Head (duration 0.5 s) (Confirmed from original)
 - Blur dissolve for same-context cuts (duration 0.5 s) (Confirmed from original)
- **Kinetic type:** Max 15 words, bold/semibold highlights + light bullets, 0.4 s scale-up animation (Confirmed from original)
- **Video formats:**
 - Coaching & tutorial videos – 1920×1080 (1080p) @ 30 fps (Confirmed from original)
 - Highlight / hype videos – 3840×2160 (4 K) @ 60 fps (Confirmed from original)
- **Audio cues:** No swoosh / stick-check / whistle SFX (forbidden) (Confirmed from original)

- **Parameters still TBD:**
 - Easing function for all animations (Confirmed from original)
- **Observed Button Transition:** `transition: all 0.2s ease-in-out;`

5. UI Components & Elements (New Section, based on HTML)

- **Buttons:**
 - **Base:** `display: inline-block, border-radius: 8px, text-decoration: none, transition: all 0.2s ease-in-out, cursor: pointer, border: none, font-family: 'Inter', sans-serif.`
 - **Padding:**
 - Standard (`.btn-primary, .btn-secondary, .btn-white`): `16px 32px`
 - CTA (`.btn-cta`): `20px 40px`
 - **Primary Button (`.btn-primary`):**
 - Background: `var(--powlax-blue)`
 - Color: `var(--white)`
 - Box-shadow: `0 4px 10px rgba(46,105,183,0.25)`
 - Hover Background: `var(--gold)`
 - Hover Box-shadow: `0 6px 14px rgba(215,179,73,0.35)`
 - **Secondary Button (`.btn-secondary`):**
 - Background: `transparent`
 - Color: `var(--gold)`
 - Border: `2px solid var(--gold)`
 - Hover Background: `var(--gold)`
 - Hover Color: `var(--navy)`
 - **CTA Button (`.btn-cta`):**
 - Background: `var(--gold)`
 - Color: `var(--navy)`
 - Box-shadow: `0 6px 16px rgba(215,179,73,0.4)`
 - Hover Background: `#E5C75A` (a slightly lighter gold)
 - Hover Box-shadow: `0 8px 20px rgba(215,179,73,0.5)`
 - **White Button (`.btn-white`):**
 - Background: `transparent`
 - Color: `var(--white)`
 - Border: `2px solid var(--white)`
 - Hover Background: `var(--white)`
 - Hover Color: `var(--navy)`
- **Modal Overlays:**

- **Overlay:** position: fixed, top: 0, left: 0, width: 100%, height: 100%, background: rgba(0,0,0,0.8), z-index: 1000, justify-content: center, align-items: center. (Initially display: none;)
- **Container:** background: var(--white), max-width: 800px, width: 95%, max-height: 90vh, border-radius: 12px, box-shadow: 0 20px 40px rgba(0,0,0,0.3), position: relative, overflow: hidden.
 - Mobile (max-width: 768px): width: calc(100% - 32px), margin: 16px.
- **Content:** padding: 32px, overflow-y: auto, max-height: calc(90vh - 64px).
 - Mobile (max-width: 768px): padding: 24px.
- **Close Button:** position: absolute, top: 16px, right: 16px, background: none, border: none, font-size: 24px, color: var(--navy), cursor: pointer, width: 32px, height: 32px, border-radius: 50%, display: flex, align-items: center, justify-content: center, transition: all 0.2s ease;.
 - Hover Background: var(--light-gray)
 - Hover Color: var(--gold)
- **FAQ (Accordion) Item:**
 - **Container (.faq-item):** border: 1px solid var(--border-gray), border-radius: 8px (for first/last item), margin-bottom: 0. Subsequent items have border-top: none.
 - **Question Button (.faq-question):** width: 100%, padding: 24px, text-align: left, background: none, border: none, font-family: 'Poppins', sans-serif, font-size: 20px (desktop), 18px (mobile - max-width: 768px), font-weight: 600, color: var(--navy), cursor: pointer, display: flex, justify-content: space-between, align-items: center.
 - **Active Question (JavaScript applied):** border-left: 4px solid var(--powlax-blue).
 - **Icon (.faq-icon):** color: var(--powlax-blue), font-size: 18px.
 - **Answer (.faq-answer):** display: none, padding: 0 24px 32px, background: var(--light-gray), font-size: 16px, line-height: 24px, color: rgba(10,34,64,0.8).

6. Layout & Spacing (New Section, based on HTML)

- **Container:**
 - Max-width: 1200px
 - Margin: 0 auto (centered)
 - Padding: 0 80px (desktop)
 - Mobile Padding (max-width: 768px): 0 32px
- **Section Padding:**
 - Standard (desktop): 96px 0 (top/bottom)
 - Mobile (max-width: 768px): 64px 0 (top/bottom)
- **Component Gaps:**
 - Grid gaps: 24px to 48px depending on context.
 - Flex gaps: 16px to 24px.
- **General Margins:**
 - Bottom margins for headings and paragraphs are common, values vary (e.g., 24px, 32px, 40px).
- **Border Radius:**
 - General: 8px to 12px (e.g., buttons, image corners, testimonials, modal containers, FAQ items).
 - Avatar: 50% (for circular images).
- **Box Shadows:**
 - Subtle shadows for buttons and testimonial cards, primarily using rgba values derived from var(--navy) or var(--gold) with varying opacities.

7. Open Questions → Next Round (Updated)

- Typography – Confirm sizes for H2, body, caption, and preferred line-height (some identified but may need explicit confirmation for all contexts).
- Icons – Provide stroke weight, corner radius, and minimum size.
- Illustration guidance – List recurring subjects & visual cues that are always / never acceptable.
- Motion – Define easing function (e.g., ease-in-out cubic) to finalize preset.
- Additional media – Rules for GIF stickers, thumbnail text caps, etc.

11. Application Templates

5 Action Templates

5.1 Coaching PDF / Playbook Master

- **Authoring tool** Keynote master deck (shared .key & .pdf).
- **Canvas** US Letter, portrait; 0.5" margins.
- **Page 1 border** 6 pt #2E69B7 inside margin; repeated on all pages.
- **Section modules** Square-corner rectangle, 3 pt #2E69B7 stroke.
 - Subtitle Poppins Semibold 14 pt #1C244B
 - Body Poppins Light 11 pt #1A1A1D (1.4 line-height)
 - Keywords colored Red (#C83C32) or Blue (#2E69B7) to match diagrams.
- **Diagrams** 3.5" sq positioned top-left; include 25 %-opacity player watermark **by default**.
- **Header / Footer** Title centered top (Poppins 24 pt SemiBold), footer left logo + right page-#.
- **Export presets** PDF/X-1a (print) & PDF interactive (web).

5.2 Template Library & Naming

- **Storage** Google Drive → Brand Assets / 04_Action Templates
- **File naming** TPL_[Channel]_[Asset]_[Size]_v##
 - Example TPL_PDF_PlaybookLetter_v01

5.3 Merch & Booth Graphics – Required Mock-ups

- **10×10 back-wall fabric** (118" × 88" printable)
- **Roll-up banner** 33" × 81"
- **Table throw** 6-ft full-bleed
- **Stickers** 3" square & 3" circle
- **Color** Use Pantone coated equivalents; max 3 spot colors unless full-color dye-sub.
- **Preferred vendor** Default Vistaprint specs, but remain open to alternate printers if better quality/price.

5.4 Approval / Handoff Checklist

1. File named per convention.
2. Color mode: RGB (digital) / CMYK + Pantone (print).
3. Resolution: 300 dpi print / 96 dpi web.
4. Fonts: Poppins only; outlined for print.
5. Bleed: 0.125" print; 5 % safe for video lower-thirds.
6. Accessibility: WCAG AA contrast verified.
7. **Final approver** – Patrick Chapla.
8. Standard review window: 48 hours.
9. “Approved-vFinal” tag applied in Drive before release.

6 Open / TBD Items

- Midjourney illustration prompt library (separate doc).
- Icon SVG kit export & Figma component file.
- 3-color Pantone equivalents confirmation from printer.

— End of spec —

10 Addendum (v1.1) – Social Media Template Update

Context: Prompt revisions for Instagram posts promoting Team HQ clarified stylistic rules. These supersede any previous social-template notes.

10 Addendum (v1.2) – Social Media Template Update

Context: Added dual-edge highlight option for greater depth and contrast.

Instagram / Social Square (1080 × 1080)

- **Background** – Solid Dark Navy #1A1A1D (white #FFFFFF variant permitted).

- **Accent Shapes** – One horizontal play-diagram line in POWLAX Blue #2E69B7 plus a slim top border (2 px) in Gold #D7B349.
- **Signature Rim-Light Accent** – When a cut-out subject is use, heavily stylize it, apply a **POWLAX Blue (#2E69B7) rim light** along the camera-right edge:
 - Width \approx 5–8 px on a 1080 image (scale proportionally for other sizes).
 - Blend mode “Screen” or “Linear Dodge (Add)”.
 - Peak opacity \approx 55 %, feather to 0 % within 20 px toward the subject’s center.
 - Purpose: binds the photo to brand palette without overpowering natural color; omit if subject already sits against prominent blue.
- **White Edge Highlights** – Optionally add **subtle white micro-highlights** on the opposite edge (camera-left) to boost separation:
 - Pure White #FFFFFF, 2–4 px wide, Screen blend, \sim 30 % opacity.
 - Feather inward 10 px; use sparingly — only where the rim light alone doesn’t give enough pop.
 - Avoid on white-background variant to prevent haloing.
- **Headline / Sub-headline / Supporting-copy hierarchy** – as detailed previously.
- **Logo** – Square stacked mark bottom-right, white or navy depending on background.
- **Composition balance** – \sim 50 % text, 30 % subject, 20 % negative space.
- **Safe margin** – Keep all typography and critical graphics within 5 % of edges.
- **Export** – RGB PNG, 72 dpi.

Note: These details update the “Social Media Templates” subsection in §4 Action Templates. Replace earlier reference to blue-rim-lit silhouette with the full-color coach photo guideline above.

12. Governance & Maintenance

12 Governance & Maintenance (v1.0)

12.1 Version-Control Protocol

- **Scheme** – Major.Minor (v1.0, v1.1, v2.0). No patch letters; micro changes roll into the next Minor.
- **Change-log placement** – lives *inside* this Brand Master File, immediately after the cover page.
- **Tracked fields** ▶ Version # ▶ Date published ▶ Section(s) changed ▶ Summary of change ▶ Editor name ▶ Final approval (Y/N).
- **Draft vs. Published** – Any collaborator may mark a revision **Draft**. Only Patrick may flip a draft to **Published**.

12.2 Scheduled Reviews

- **Bi-annual review windows** ▶ **Late May** (post-season) ▶ **December** (pre-season).
- **Off-cycle triggers** – Major product launch, external-partner branding requirement, or palette/legal update.
- **Review format** – Until staff is hired, Patrick reviews via Drive comments. Once ≥ 1 team member onboard, shift to a 60-min Zoom with slide deck plus comment log.

12.3 Escalation Path for Brand Conflicts

- **First-line reviewer** – Any stakeholder flags issues directly to **Patrick Chapla**.
- **Timeframe** – If answer is not obvious, escalate to Patrick *immediately* (no 24-hour buffer). Work pauses until resolved or provisional OK given by Patrick.
- **Documentation** – Every resolution is logged in the “Brand Decisions” page within this master file.
- **Auto-escalate red flags** – Logo redraws, color-palette changes, public legal claims, sponsor logos or co-branding requests.

Legal & IP Usage

- **Have:**
 - Basic trademark and logo usage notes; mention of co-branding for club masterclasses.
- **Need to refine:**
 - Formal trademark attribution lines.
 - Sponsorship tier lock-ups.
 - NDA / freelancer clauses and image-licensing checklist.

14. Change - Log

**v1.1 · 05/12/2025 · Added funnel, tone matrix, automation appendices. Editor: P.Chapla.
Approved: Y.**