



Techne Futbol Team Playbook

For any questions contact
info@technefutbol.com



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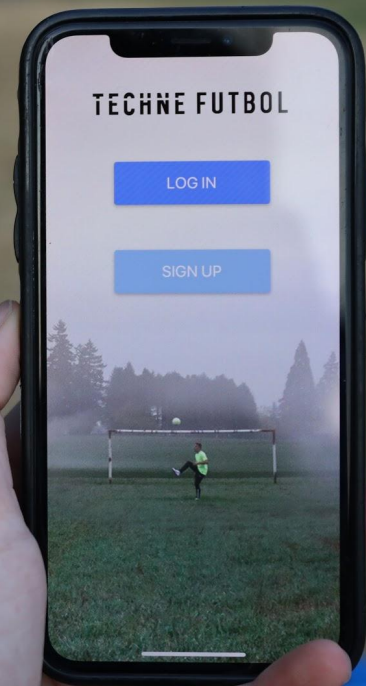
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Techne Swag

Reward your players' work with cool gear



@technefutbol



Getting Started Checklist

1

Follow instructions in your email to complete your group registration

2

Send us your logo so that we can prepare a partnership announcement and create a leaderboard template

3

Announce Techne to other coaches/managers, players and families. (see pages 4&5 for suggested announcements)

4

Upload your [teams](#), [managers](#), [players](#) to Techne. We can help you with this if needed.

5

Activate your subscription - [Subscription Page](#)

6

Send players their invitations to access the app by clicking "Send Invites" - [Player page](#)

7

Announce Techne Partnership on social media

8

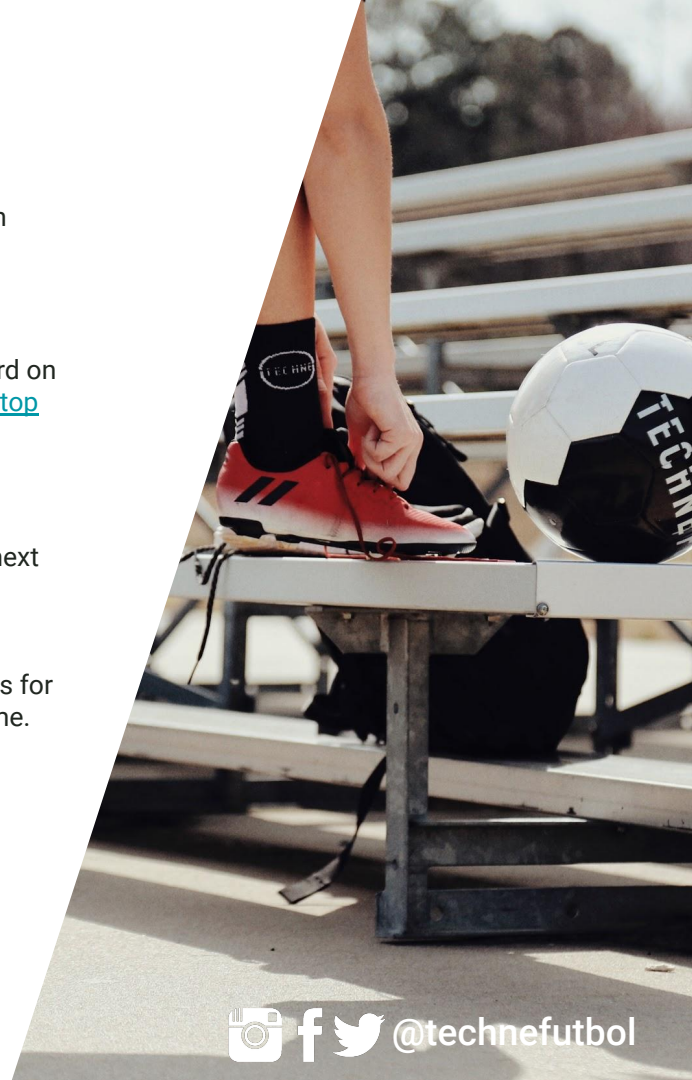
Place Weekly Techne Leaderboard on your website - [See embed link in top right](#)

9

Check out Social Media Tips and Player Engagement Tips on the next couple pages!

10

Use the reminder email templates for coaches and for families over time. This will help continue to build momentum. (page 10/11)





Techne Announcement for Coaches & Managers

Why announce access before inviting the coaches?

We've found that when coaches are more involved in actively encouraging players to train individually it directly impacts practice time. Be sure to let any other coaches know when to expect their Techne access so that they are on the lookout for the email from Techne! Use our suggested copy (on the right) or tailor it to make it your own.

Subject: New training resource! Techne Futbol coming on [date]

Dear Coaches,

This year we're offering all players access to the [Techne Futbol app \(technefutbol.com\)](https://technefutbol.com). This training resource was developed by long-time professional player Yael Averbuch, and is meant to guide the players in their individual training between group sessions. As coaches you are the ones who interact with the players on a regular basis and can encourage this!

Please follow the instructions in the email invite you'll receive from Techne Futbol to access the Group Manager Portal. This is where you can track player progress. Please note that this is a separate login from the training app that your players will access.

Our expectation is that each player is logging a minimum of 15 minutes a week in the app, on their own time. Each week, we'd like for you to take note of the players who trained on their own at least 15 minutes the previous week and take a few minutes before practice to acknowledge these players.

If you have any trouble accessing your account, please contact support@technefutbol.com. We're excited to integrate this resource into our club and appreciate your support!

Best,



Techne Announcement for Families

Why announce access before inviting the players?

It's important to let the players and/or families know they should be expecting to receive an email so they don't think it's junk mail but more importantly, to generate excitement! Techne is a major value add to your training program so it should be a hit with the families.

Subject: New training resource! Techne Futbol coming on [date]

Dear Players & Families,

We are very excited to announce that we are partnering with Techne Futbol to provide a resource that will guide players in their individual development between group sessions. The [Techne Futbol app \(technefutbol.com\)](https://technefutbol.com) is developed by long-time professional player Yael Averbuch.

You will be receiving an email invitation to join Techne Futbol, then you can access the app via the app store and start training! If you do not see the email, please be sure to check your spam folder and all email addresses it may have been sent to.

We expect players to be logging a minimum of 15 minutes per week of individual training using the Techne app. There are weekly sessions, time trial drills, and players can compete with their teammates to climb to the top of the leaderboard each week.

We are committed to our players' development on and off the field and are very excited to be offering this resource! If you have any trouble accessing your account, please contact support@technefutbol.com.

Thank you,



Player Engagement Pro Tips

1



Encourage players to download app & register their account



2



Set expectations for players. If you're not sure where to start, at least 15 minutes/week gives players an extra hour of focused training each month!



3



Post weekly leaderboards to social media. Acknowledge & celebrate your players who are training extra (pg 8 for more ideas)



4



Have coaches take a few minutes early in the week to publicly acknowledge any players on their team who trained at least 15 min in the app during the week prior



5



Consider short-term challenges or swag incentives

[Techne suggestions for monthly challenges](#)



Social Media Strategies - We will repost anything you share with us tagged!



@technefutbol

Player testimonials

We would love to feature your players!

Email Molly - molly@technefutbol.com:

- Player photo
- Name
- Age
- State / Country
- A quote from them about why like they and find Techne valuable

to: molly@technefutbol.com

Skill of the Day features

sod@technefutbol.com:

Players can email a video demonstrating a skill, move, or training idea for others to try. The video should be filmed horizontally. They should include their name, age, and Instagram name.

Weekly / Monthly Leaderboards

Send us your logo and we will provide a graphic for you to post weekly or monthly. Leaderboard stats can be pulled from the Manager Portal.

Inclusion Boards

In addition to posting top trained you could post an inclusion board for everyone who trained at least 15 min/week or 60 min/month



34 likes

kentuckyfirejuniors We've got some new names on last week's Techne Futbol Leaderboard! Great work by all!!
#firefamily #OwnYourDevelopment #MasteryInTheMaking



Swag

Purchase swag for your team through the Techne Store or contact us about placing bulk orders for any items in our [Techne Store](#).

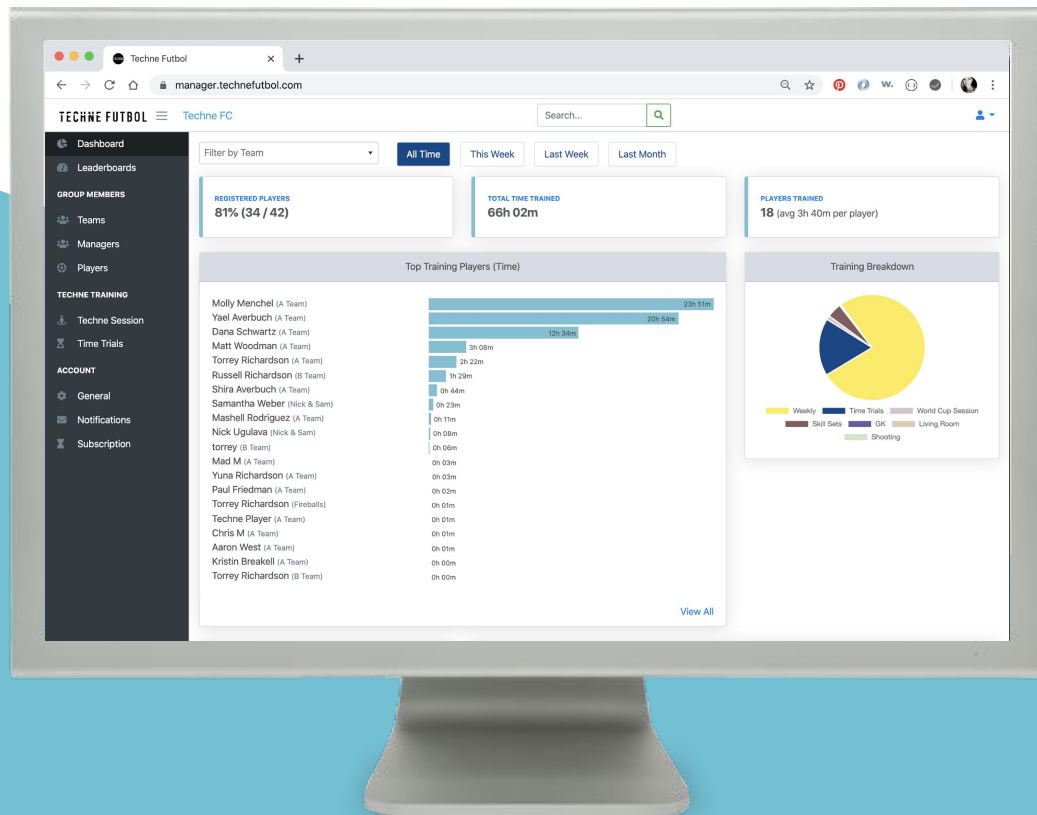
We'll sell you gear at cost, including training socks from our [Training Sock System](#), to reward your players.



@technefutbol



Manager Portal



Manage Teams & Players with ease

- Invite managers
- Create teams
- Invite players
- Track player progress
- View leaderboards, retrieve leaderboard code



Techne Reminder for Coaches & Managers

Coach Participation is Critical

Over time be sure to remind your staff about Techne Futbol and how you'd like them to be using it.

Coaches buy-in is the number one factor for making individual training part of your team culture and to build momentum over time.

Subject: Reminder! [Team Name]'s Use of Techne Futbol

Dear Coaches,

As you should know, we offer all players access to the [Techne Futbol app \(technefutbol.com\)](https://technefutbol.com). The training app helps you to guide and encourage players in their individual training, which is vital to their development on and off the field.

If you have not already set up your access to the Manager Portal, search your email for **Techne Futbol Manager Portal invitation** and follow the sign up instructions. This is where you can track player progress.

Our expectation is that each player registers their account and logs a minimum of 15 minutes a week in the app, on their own time. We'd like you to view the stats each week and take a few minutes before practice to acknowledge the players who trained at least 15 minutes in the prior week. You can view these in the Manager Portal or receive weekly/monthly emails with the stats.

If you have any trouble accessing your account, please contact support@technefutbol.com. Please note that the training app the players use and Manager Portal are two separate systems.

We're excited to continue to integrate this resource into our club and appreciate your support!

Best,



Techne Reminder for Families

We recommend regular reminders to your families about what Techne is, why it's important, and how you expect them to use it.

The players should understand that training on their own is now part of their club experience and be very clear on the minimum expectations.

It also helps for them to know and feel that their coaches are paying attention to the work they're putting!

Subject: Reminder! Training on your own with Techne Futbol

Dear Players & Families,

As you know, this year we are offering you access to the [Techne Futbol app \(technefutbol.com\)](https://technefutbol.com). The app guides you in your individual training and helps you to track your progress. Through using Techne, you'll become more comfortable on the ball, confident on the field, and develop positive training habits.

We expect players to be logging a minimum of 15 minutes per week of individual training using the Techne app. Coaches have access to view how much players are training using the app and will be holding their teams accountable when it comes to this standard.

If you have any trouble accessing your account, please contact support@technefutbol.com. We're excited to continue to include this resource in our players' development.

Thank you,