

OFFENSIVE PHILOSOPHY



2022

FAMILY

Alyssa, Jaiden, Raelynn, Olivia

Before everything, I am a husband and father.





SIGNAL SUPPORT
U.S. ARMY
2012-2016



OLB COACH
ELGIN ISD
2017-2018



WR COACH
WARE COUNTY
2018-2019



STRENGTH AND CONDITIONING
WEST ORANGE
2019



OFFENSIVE COORDINATOR
FREEDOM
2019-2020



OFFENSIVE COORDINATOR
PEBBLEBROOK
2020-2023



HEAD FOOTBALL COACH
SOUTH PAULDING
2023-PRESENT

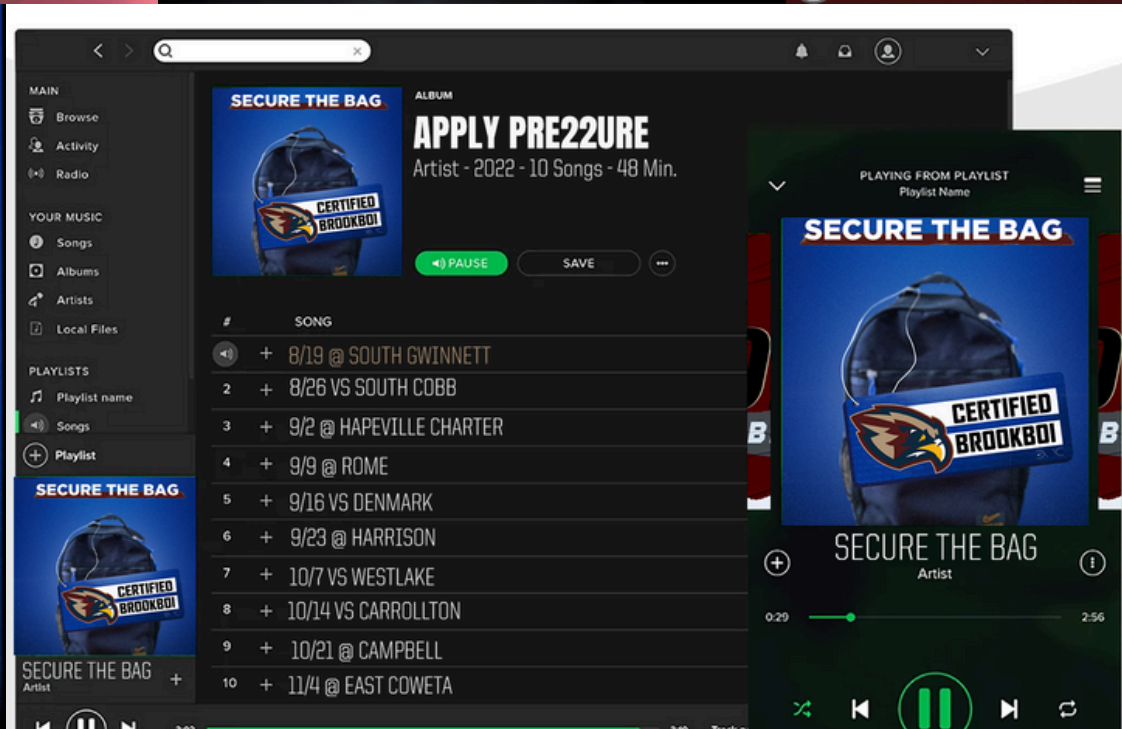
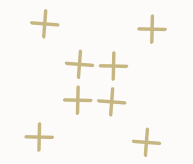


BACHELORS- UNIVERSITY OF MARY HARDIN BAYLOR - HUMANITIES / PHYSICAL ED
 MASTERS- UNIVERSITY OF MARY HARDIN BAYLOR - SPORTS ADMINISTRATION
 EDUCATION SPECIALIST - VALDOSTA STATE UNIVERSITY - COACHING PEDAGOGY
 IYCA - HIGH SCHOOL STRENGTH AND CONDITIONING
 USAW - OLYMPICS LIFTS
 FULL SAIL UNIVERSITY- GRAPHIC DESIGN



BUILDING THE BRAND

CREATES A STRONG IMPRESSION AND MARKETS OUR PROGRAM





SOUTH PAULLING FOOTBALL'S
FIRST ANNUAL

DEGALS WITH DADS

WHEN: JULY 28, 2023 @ 6:30 PM

WHERE: SOUTH PAULLING FIELDHOUSE

GET TO KNOW

THE STAFF

Elite is the Standard

Their diverse backgrounds bring a wealth of knowledge and expertise to the game, creating a dynamic learning environment that goes beyond the field. From strategic college-level coaching to the discipline instilled by military training, everything is done at a high level being built on our program pillars.

50 YEARS

MILITARY EXPERIENCE



17 YEARS

COLLEGE COACHING EXPERIENCE



88 YEARS

HIGH SCHOOL COACHING EXPERIENCE



12 ADVANCED DEGREES

10 MASTERS DEGREES 2 EDUCATION SPECIALIST

2.14M

PERSONAL TWITTER



499.6K

TEAM TWITTER



456.6K

TEAM INSTAGRAM



10.0K

TEAM WEBSITE



9.4K

HOME GAME TICKETS



SPARTAN EXPOSURE

ALL EYES ON THE SOUTHSIDE

SINCE MARCH

Since taking over the program we have been able to generate the following impressions on all of our social media accounts and in person views.

SOUTH PAULLING FOOTBALL SIGNING DAY

FEBRUARY 7TH | 6:00 PM | MEDIA CENTER

2024 Corky Kell

Corky Kell Classic

WEDNESDAY 8.14 | KELL HIGH SCHOOL
4:30 PM | LAGRANGE VS DOUGLASS
7:30 PM | KELL VS NORTH ATLANTA

THURSDAY 8.15 | WEST FORSYTH HIGH SCHOOL
4:30 PM | DUNWOODY VS SOUTH PAULLING
7:30 PM | WEST FORSYTH VS PRINCE AVENUE

FRIDAY 8.16 | ROME / HEBRON CHRISTIAN
2:00 PM | THERRELL AT HEBRON CHRISTIAN
5:00 PM | CASS VS CALLAWAY
8:00 PM | CREEKSIDE VS ROME

SATURDAY 8.17 | MERCEDES BENZ
10:00 AM | WALTON VS BROOKWOOD
1:00 PM | HOUSTON COUNTY VS ALPHARETTA
4:00 PM | MCEACHERN VS NORTH GWINNETT
7:00 PM | CEDAR GROVE VS DOUGLAS COUNTY

Marvise Allen
Coach Allen
Head Coach

MAY

01 EQUIPMENT	02 TEAM MEETING	03 FRIDAY NIGHT LIGHTS	06 PRACTICE 3:30 PM
07 PRACTICE 3:30 PM	08 PRACTICE 3:30 PM	09 PRACTICE 3:30 PM	10 LOCK IN
11 CARDINAL & GOLD GAME	13 PRACTICE 3:30 PM	14 PRACTICE 3:30 PM	15 PRACTICE 3:30 PM
16 TEAM MEETING	17 HOME SPRING GAME		



SPRING FOOTBALL SCHEDULE



Spartans Football



2024 SCHEDULE

5/17 CHAPEL HILL PANTHERS 7:30PM	8/2 HIRAM FALL SCRIMMAGE 7:30PM	8/15 DUNWOODY @WEST FORSYTH 4:30PM	8/23 ALLATOONA 7:30PM	9/6 NORTH PAULLING MILITARY NIGHT 7:30PM	9/13 LITHIA SPRINGS 7:30PM
9/20 VILLA RICA BLACKOUT 7:30PM	10/4 NEW MANCHESTER HOMECOMING 7:30PM	10/11 KENNESAW MTN 7:30PM	10/18 ROME 7:30PM	10/25 RAIDERS 7:30PM	11/1 EAST PAULLING SENIOR NIGHT 7:30PM

* REGION GAME

CLASSIFIED OFFER

GEORGIA CONSTRUCTION CAREERS

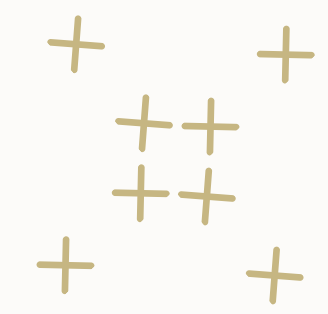
CORKY KELL + DAVE HUNTER CLASSIC EST. 1992

2024 SCHEDULE RELEASE

- Belief
- Ownership
- Attitude
- Toughness

RECRUITING TRIPS

CREATE EXPERIENCES AND MARKET OUR KIDS TO AS MANY COLLEGE PROGRAMS AS WE CAN.



HISTORY MADE



MOST POINTS
SCORED IN A
SINGLE SEASON

'19 '20 '21

	'19	'20	'21
RUSH YPG	117.2	165.7	120.6
PASS YPG	132.1	134.0	220.5
POINTS PER GAME	18.0	24.3	36.1
COMP %	50%	47%	58%
YARDS PER CARRY	4.5	5.4	8.3
YARDS PER COMPLETION	12.3	14.3	16.8
400+ YARD GAMES	1	2	4
500+ YARD GAMES	0	0	1
SEASON RECORD	3-7	6-5	9-1-1

2021 PEBBLEBROOK

4,010

TOTAL YARDS

2021 PEBBLEBROOK

30

PASSING TOUCHDOWNS

2021 PEBBLEBROOK

15

RUSHING TOUCHDOWNS

- Pre Practice - QB / C Snaps, WR Catching Jugs
- Dont walk on the field
- Accountability Teams = Stretch Lines
- Bounce around -ENERGY and ATTITUDE
- College coaches are watching EVERYTHING!!!
- Have Fun and Compete.
- Celebrate your teammates
- TEMPO - WE ARE THE FASTEST TEAM IN THE ***STATE***



PERBBLERBROOK



OL/TE

QB

WR

RB

ACCOUNT TEAMS - STRETCH LINES

FAIRWAYS

PHILOSOPHY

- F.T.S - FEED THE STUDS
 - Opening Script, Match Up, Game Plan Sections
- LIMIT THOUGHTS AND ALLOW THEM TO PLAY FAST
- TEACH ATTACK PHILOSOPHY
- ENTHUSIASM MAKES A DIFFERENCE- BE AN ENERGY GIVER! CONTROL
- DETAILS WILL MAKE US CHAMPIONS
- ALIGNMENT, ASSIGNMENT, TECHNIQUE
- CONTROL, THE CONTROLLABLE - ATTITUDE AND EFFORT
- COMPETE IN EVERYTHING WE DO- TEAM, 1 ON 1, ROUTES ON AIR

OFFENSIVE PHILOSOPHY

- EMPOSE OUR WILL, **ESTABLISH THE RUN!!!!**
- MAKE THEM DEFEND THE ENTIRE FIELD (WIDE SPLITS & SCREENS)
- EQUATE THE NUMBERS IN RUN AND/OR PASS
- MAKE THE DEFENSE VANILLA (2 WAYS, WIDE SPLITS AND TEMPO)
 - CANT DISGUISE
 - LESS BLITZING
 - LESS SUBSTITUTIONS
 - FORCE THEM TO DECLARE FRONTS + COVERAGES

WHO WE ARE

MULTIPLE PERSONNEL THAT CAN ADAPT TO OUR TALENT

- PERSONNEL
 - CHEETAH - 10
 - DOG - 20
 - LION - 20
 - RHINO - 11
 - HIPPO - 12
- POWER, COUNTER, WIDE ZONE ZONE
- RPOs & FAST SCREENS
- CURL FLAT, SHALLOW, SMASH, 4 VERTS

OFFENSIVE OBJECTIVES

- **GIVE RELENTLESS EFFORT**

- FINISH EVERY REP THROUGH THE FINISH POINT
- FINISH EVERY PLAY THROUGH THE WHISTLE

- **PLAY WITH A HARD EDGE**

- BE TOUGH AND PHYSICAL
- GAIN POSITIVE YARDS ON EVERY PLAY
- EXPECT TO SCORE ON EVERY POSSESSION
- BE EXPLOSIVE

- **CREATE OWNERSHIP (THE BALL IS THE PROGRAM)**

- EVERYTHING IS ABOUT THE BALL - CHIN IT

- **WE ARE A TEAM**

- BE A SELFLESS PLAYER
- HOLD YOUR TEAMMATES ACCOUNTABLE

- **TAKE P.R.I.D.E (PERSONAL RESPONSIBILITY IN DAILY EXCELLENCE)**

- HOLD YOURSELF ACCOUNTABLE - DESIRE TO MAKE PLAYS, NO FEAR OF FAILURE
- WHATS YOUR 'R' (RESPONSIBILITY)

MEETING EXPECTATIONS

- **BE EARLY & DRESSED READY FOR PRACTICE**
- **TAKE OFF HEADWEAR**
- **CELL PHONES PUT AWAY & SILENT**
- **ALWAYS BRING PLAYBOOKS/NOTEBOOKS**
- **SIT IN CHAIRS WITH FEET ON THE FLOOR**
- **ANSWER QUESTIONS QUICKLY AND FIRMLY - BE LOCKED IN**
- **ASK QUESTIONS**

○



TEACHING PROGRESSION FOR INSTALLS

- **IN INSTALL MEETING**

- a. ON "PAPER"

- b. A VIDEO CLIP OF IT AFTER SEEING IT ON PAPER

- **AT PRACTICE**

- a. WALK THRU PRE-PRACTICE

- b. TEACH IN INDIVIDUAL PERIOD

- **YOUR COACH WILL TEACH SOME SORT OF TECHNIQUE FOR THAT DAY**

- a. IN SPECIFIC DRILLS AT PRACTICE

- i. HALF LINE PASS PRO / BACKS ON BACKERS / 1 ON 1S / INSIDE RUN

- ii. HALF LINE RUN / 1 ON 1 PASS RUSH / 7 ON 9

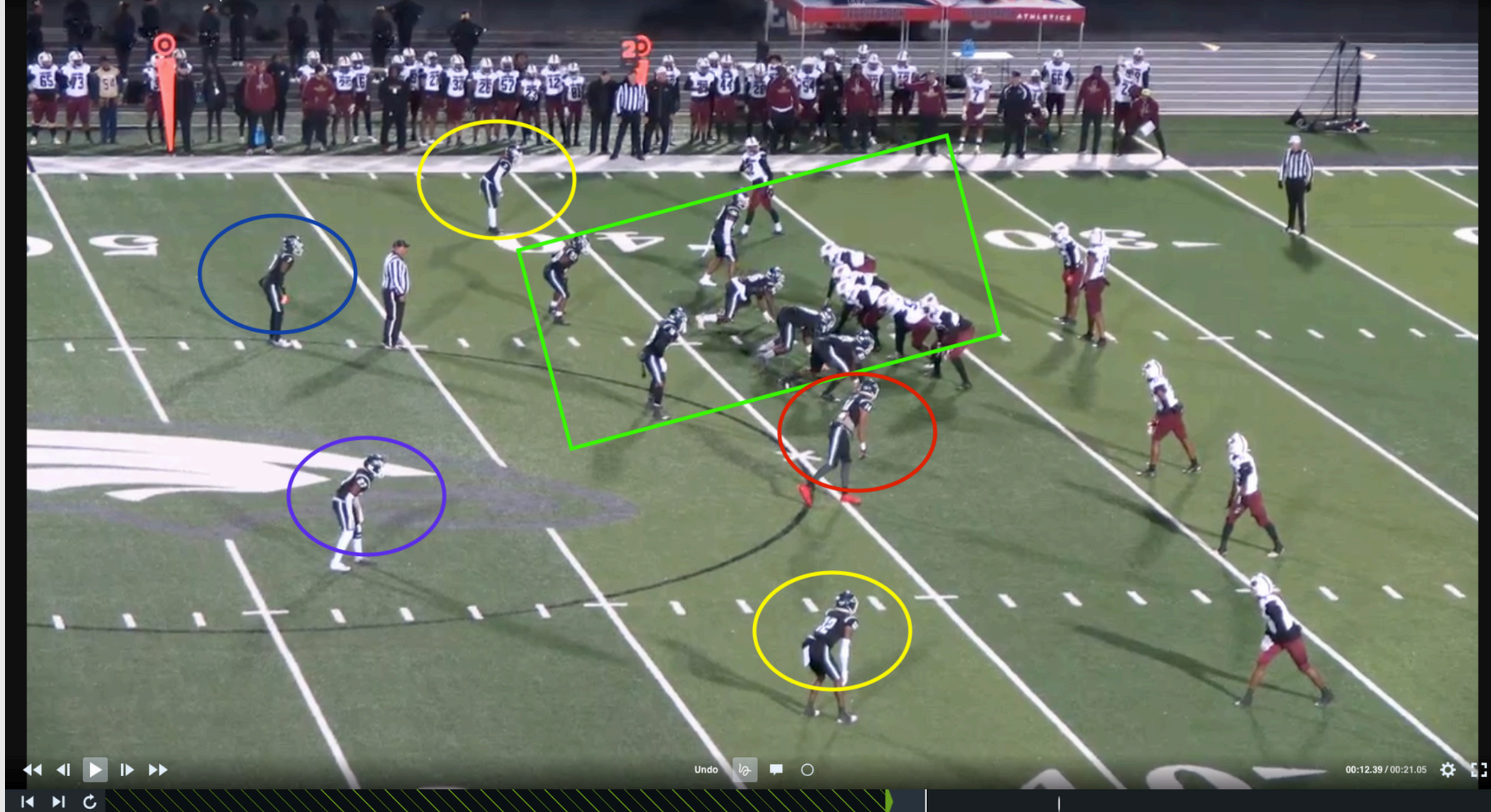
- **POST PRACTICE (OR MEETING THE NEXT DAY)**

- a. WATCH VIDEO OF PRACTICE WITH COACH AND CORRECTIONS



The Big 7

- BOX COUNT, HOLE & HARD DECK
- READ THE COVERAGE(count safeties)
- UNCOVERED RECEIVERS
- BLITZES / HOTS
- PLAY CLOCK
- GREEN GRASS
- MISMATCHES



Mapping The Field

The Box-Defined as the width of our offensive line, and depth of L.O.S back 5 yards

Hole player - The 2nd level defender between the Box and the Corner

Corner - The 2nd level defender over the top of a #1 WR

Safety -A 3rd level defender. He will be the deepest defender



PLAY # 19 ODK O YARD LN -43 DN/DIST 2 & 15 GN/LS 23 RESULT Complete EFFICIENCY YES EXPLOSIVE YES PLAY TYPE Pass OFF FORM DUBS OFF PLAY SWAT



Undo

00:12.49 / 00:20.05



SINGLE CHOICE

FORMATIONS FAMILIES

CHEETAH – 10P (4 WRS 1RB)

DOG – 20P (3 WR 1 SNIFFER 1 RB)

LION– 20P (3 WR 1 SNIFFER 1 RB)

RHINO – 11P (3 WR 1 TE 1 RB)

HIPPO – 12P (2 WR 2 TE 1 RB)

RT/LT FORMATIONALLY TALKS TO THE X AND Z WITH THE Y
AND A ALIGNING OPPOSITE OF THE DIRECTIONAL CALL.

FORMATION TAGS

BUNCH – WRS ALIGN IN A TIGHT 3 MAN BUNCH

SQUEEZE– WRS WILL REDUCE SPLITS +2 FROM OT

STACK – WRS WILL STACK ON TOP OF EACH OTHER

UNDER – INSTAD OF GUN, QB WILL ALIGN UNDER CENTER

OVER – TALKS TO THE X RECEIVER TO GO OPPOSITE OF THE
FORMATION DIRECTION.

SPLIT – TAKES THE A AND PLACES HIM IN THE BACKFIELD

NUMBERING SYSTEM

WIDE RECEIVERS ARE NUMBERED 1-4, ALWAYS OFFENSIVE LEFT TO
RIGHT.

OUTSIDE WR TO THE LEFT ALWAYS #1

NEXT MAN INSIDE #2

NEXT MAN INSIDE #3

OUTSIDE WR TO THE RIGHT #4



CHEETAH - FORMATIONS

LEFT

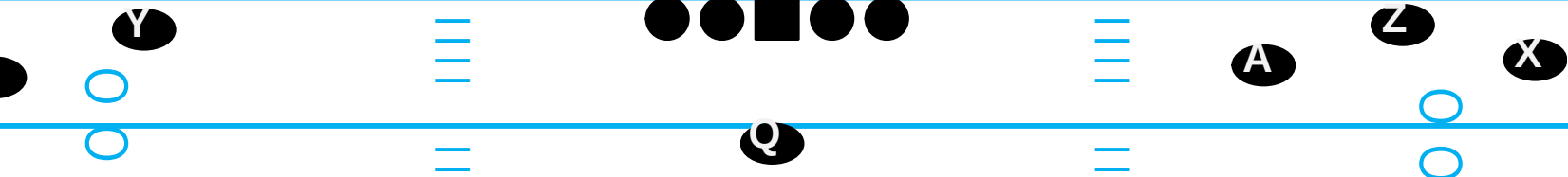
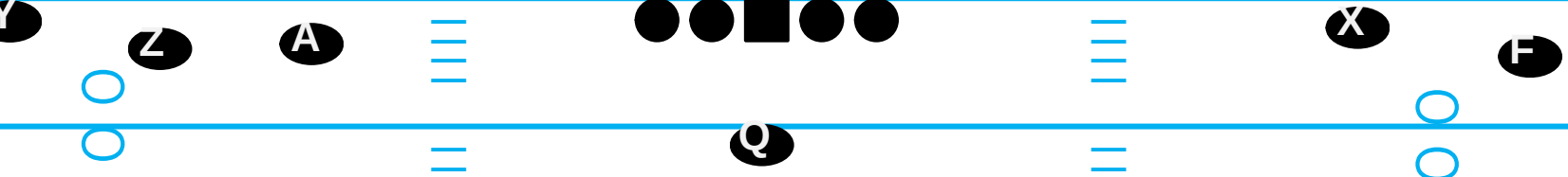
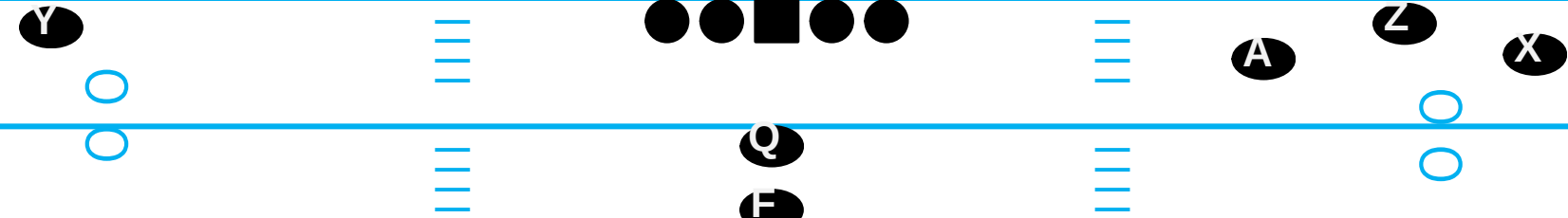
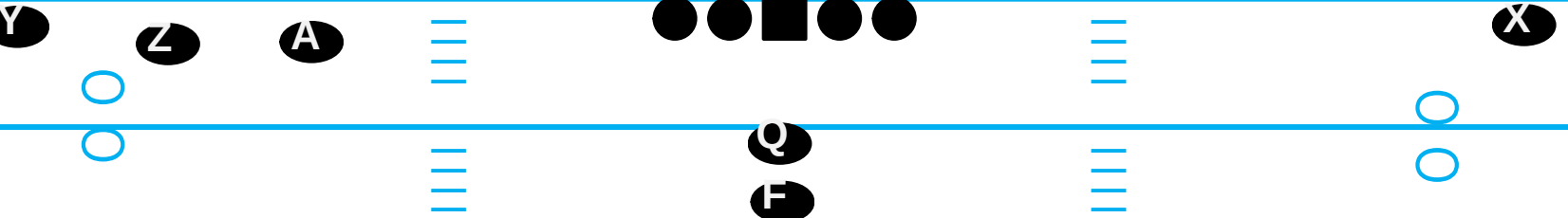
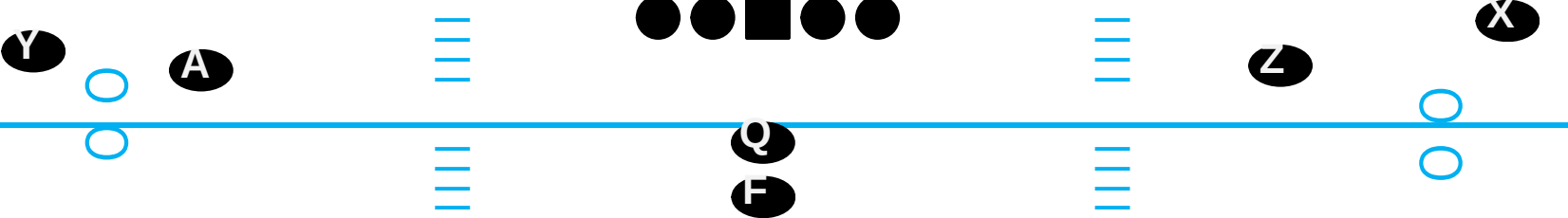
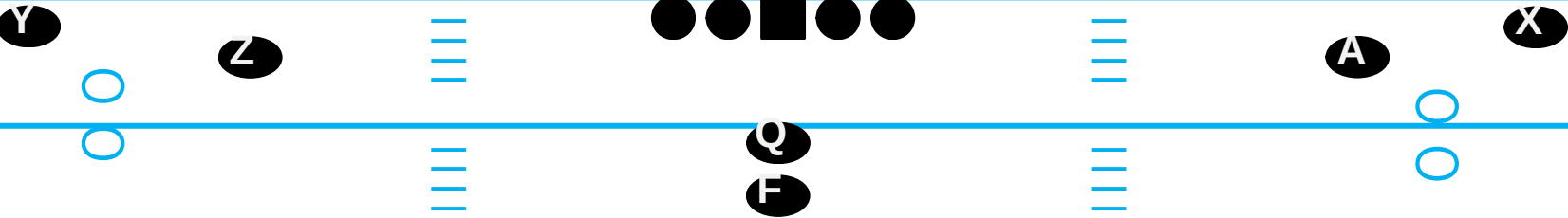
RIGHT

TRIPS LT

TRIPS RT

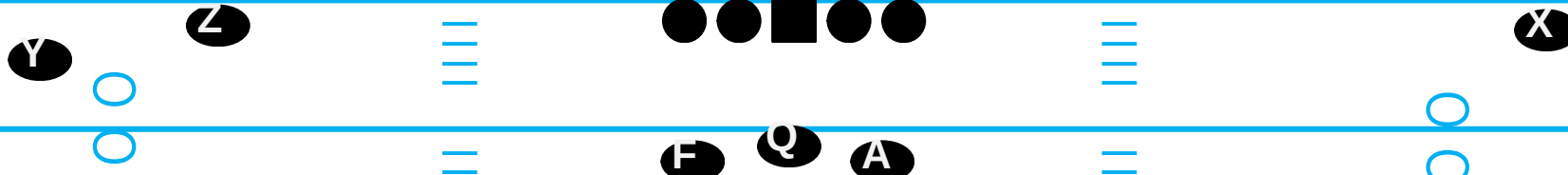
EMPTY LT

EMPTY RT

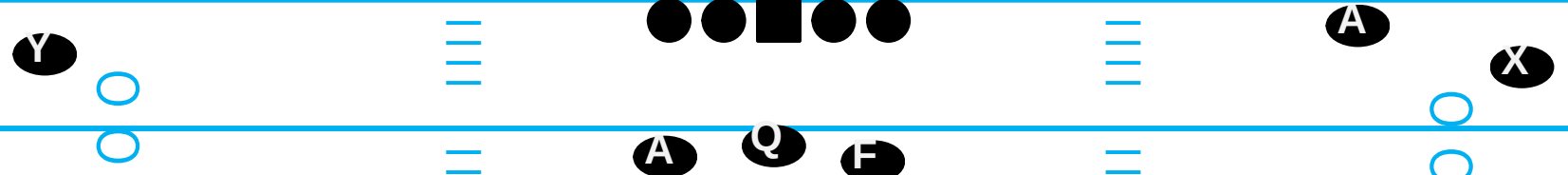


CHEETAH - FORMATIONS

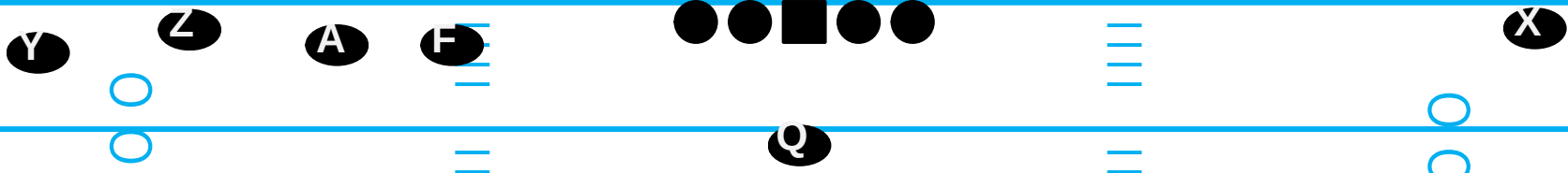
SPLIT LT



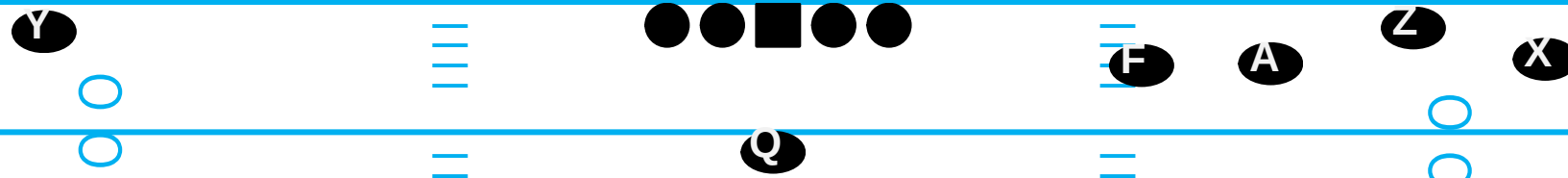
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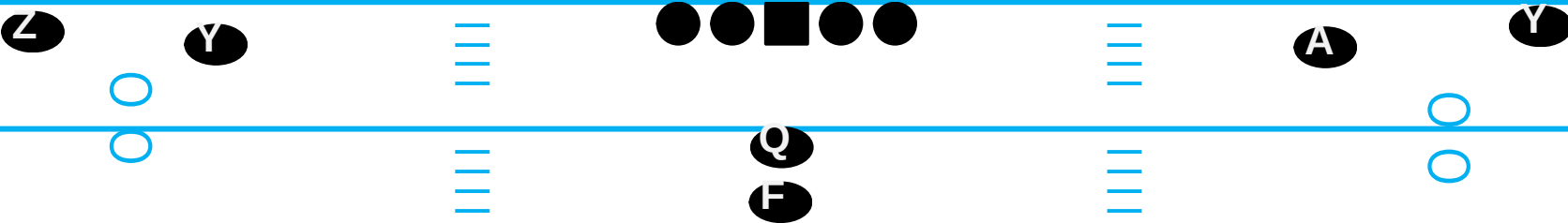
QUADS LT



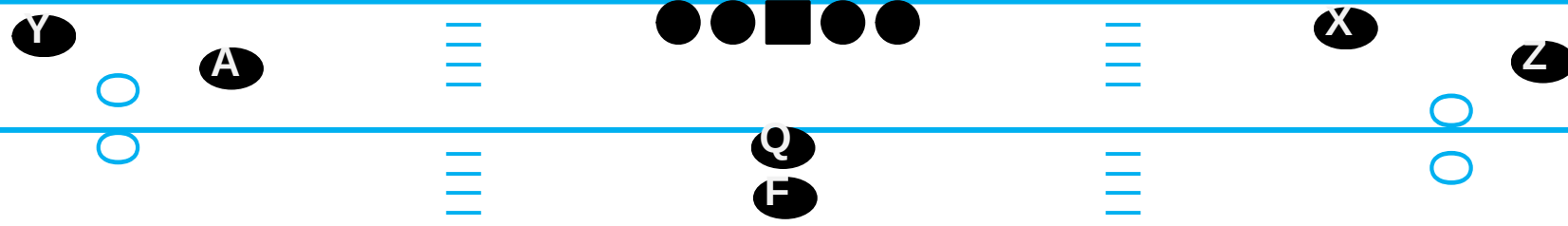
QUADS RT



LEFT FLIP



RIGHT FLIP



DOG-FORMATIONS

LEFT

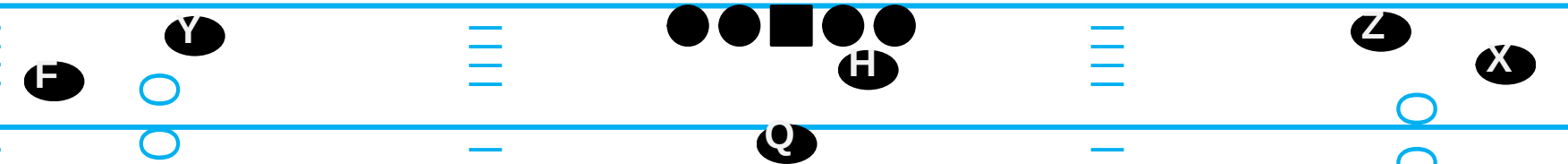
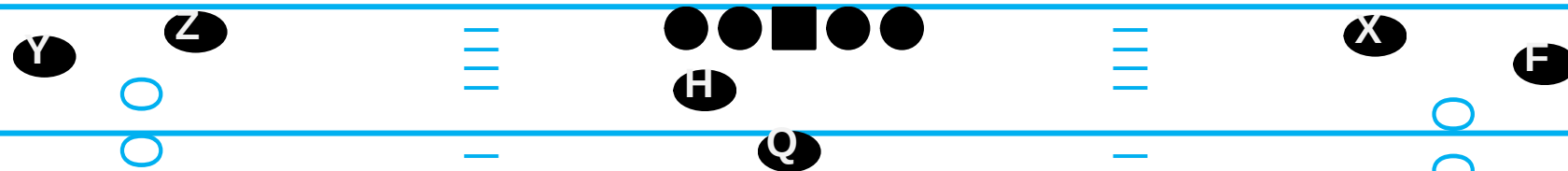
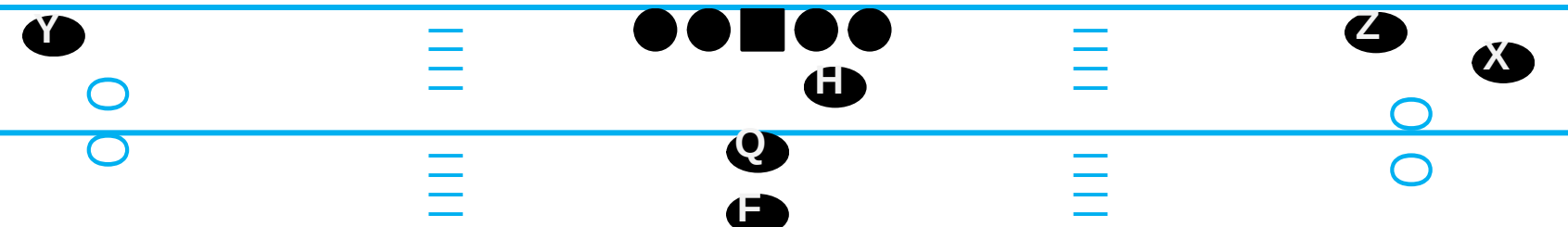
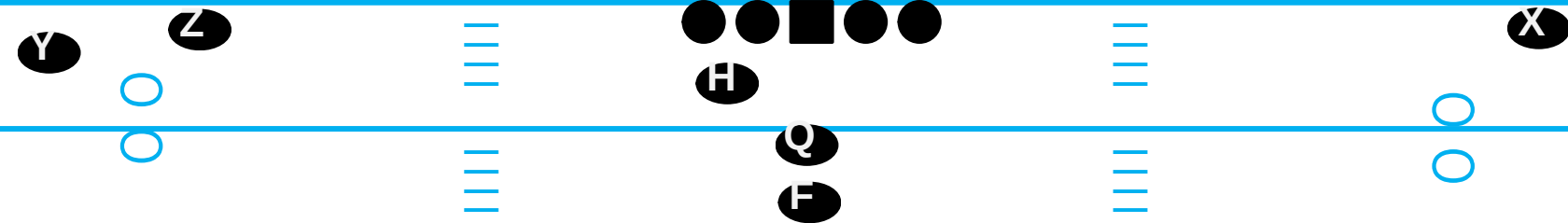
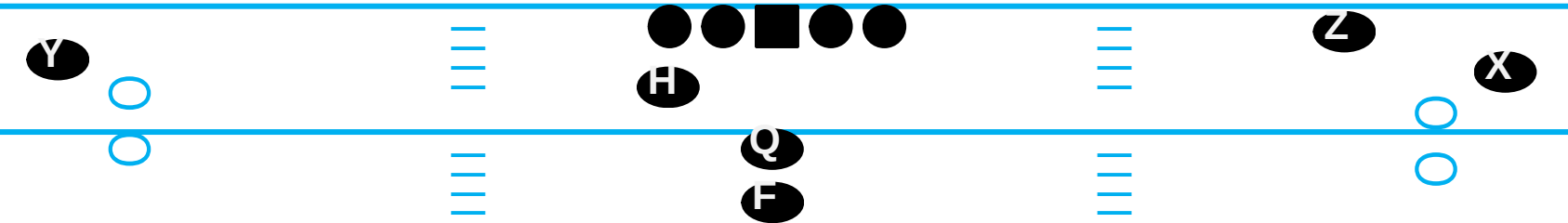
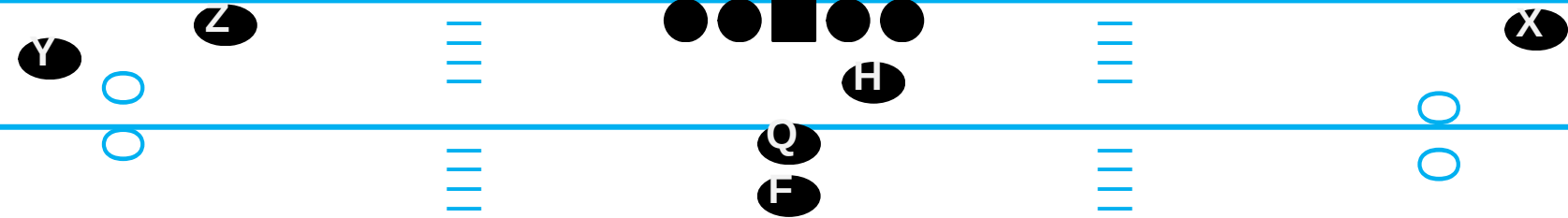
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TRIPS LT

TRIPS RT

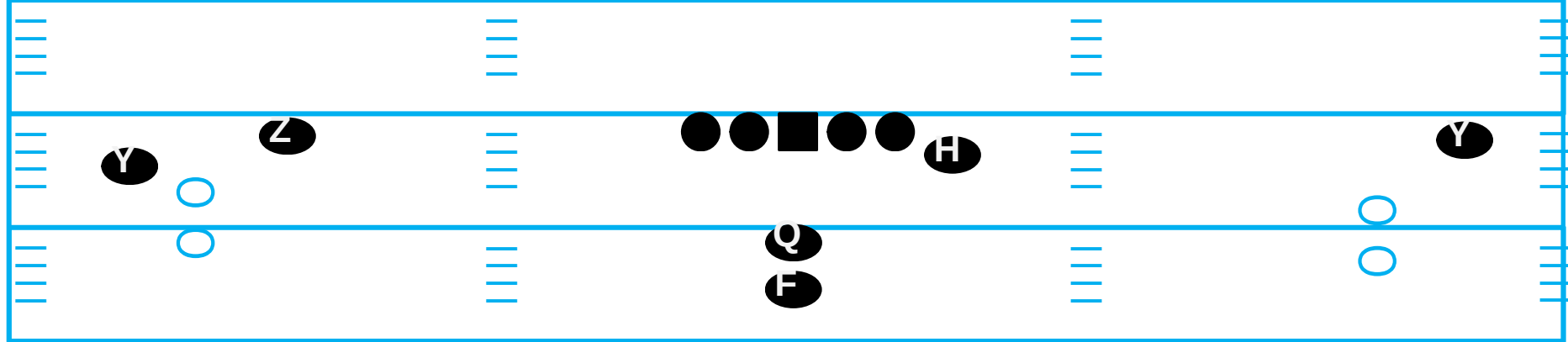
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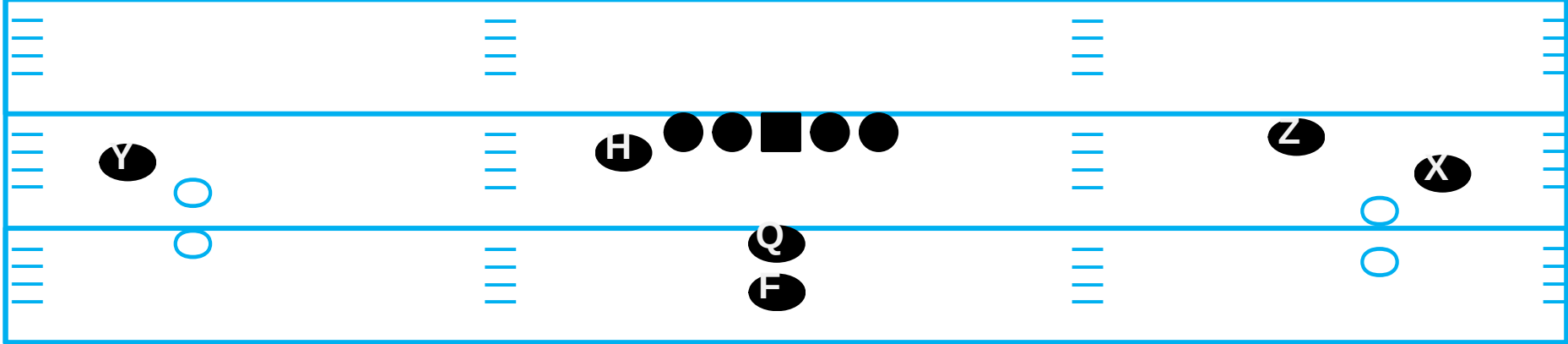


LION - FORMATIONS

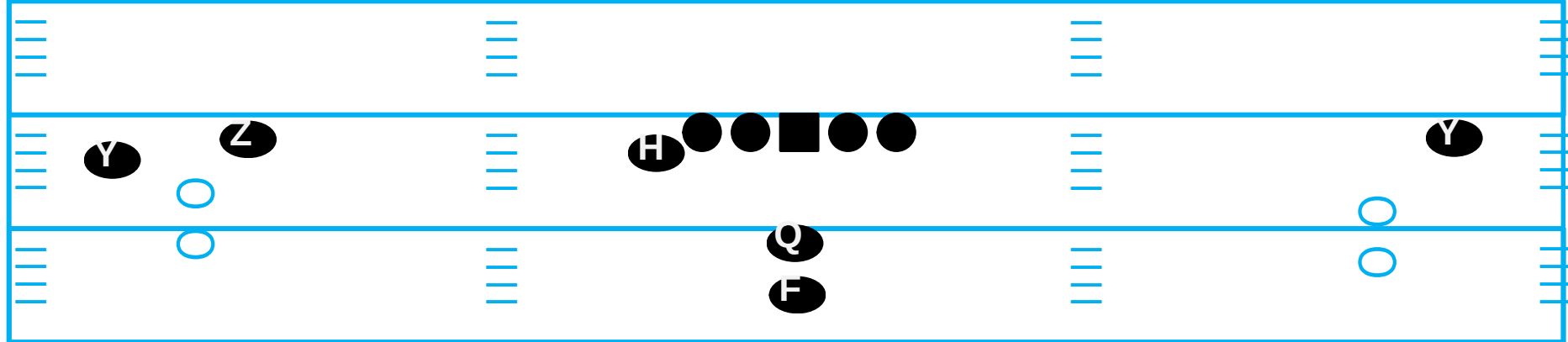
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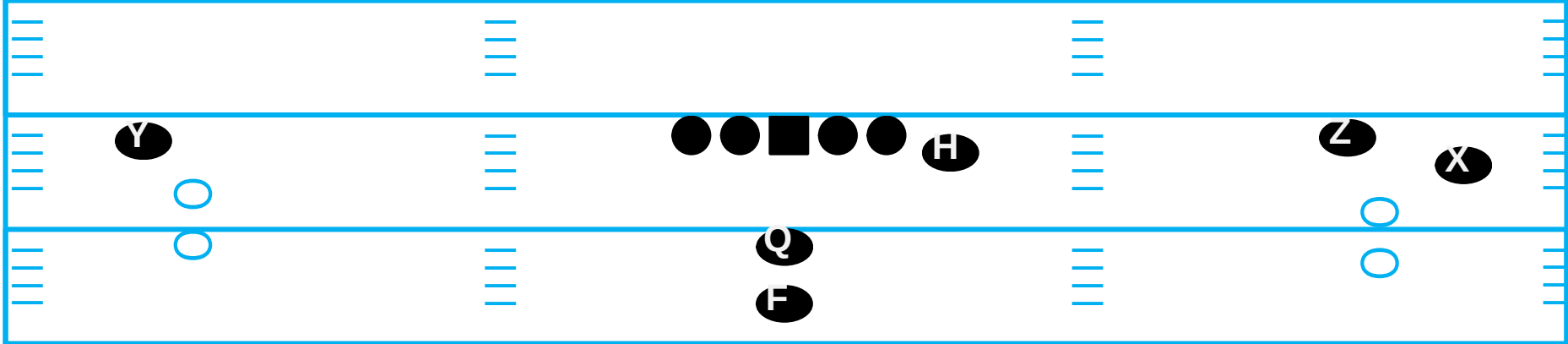
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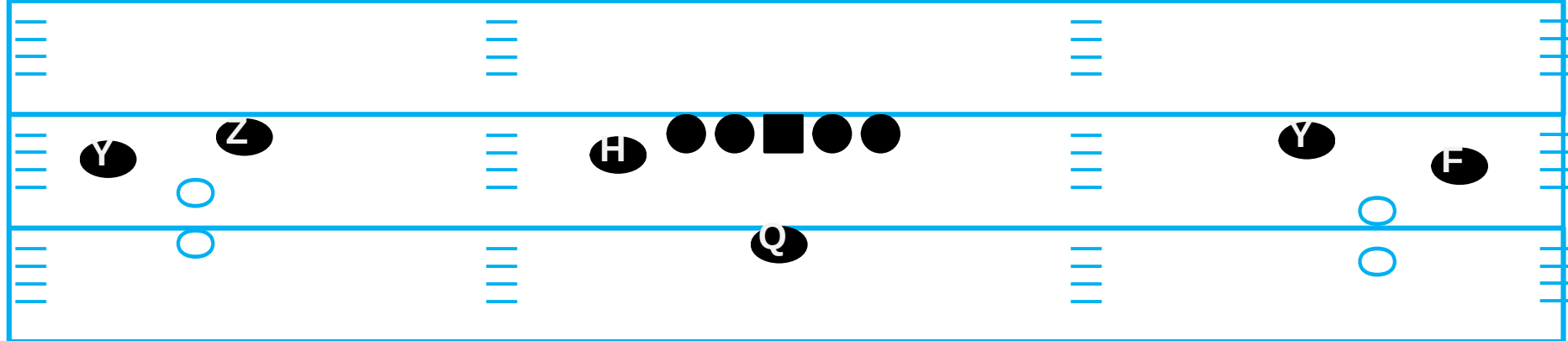
TRIPS LT



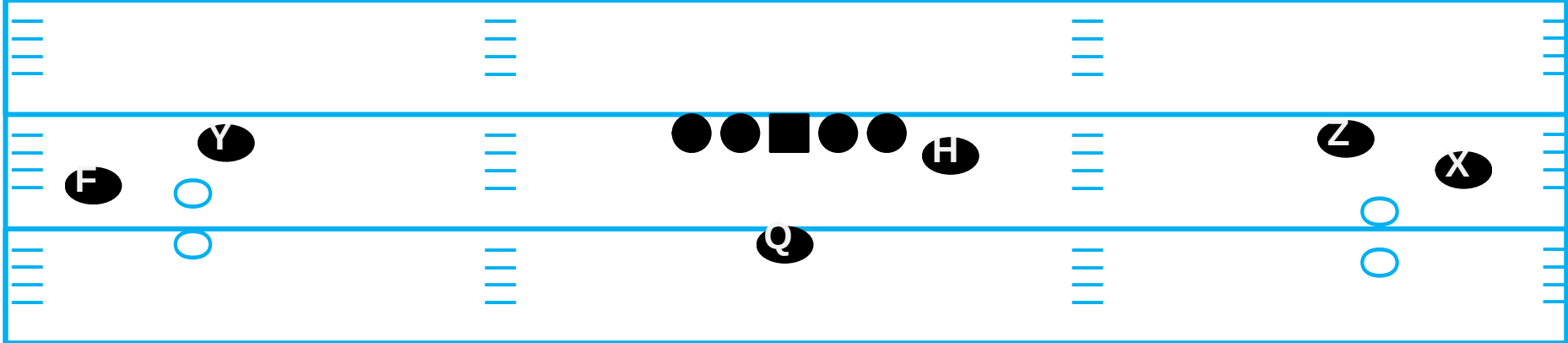
TRIPS RT



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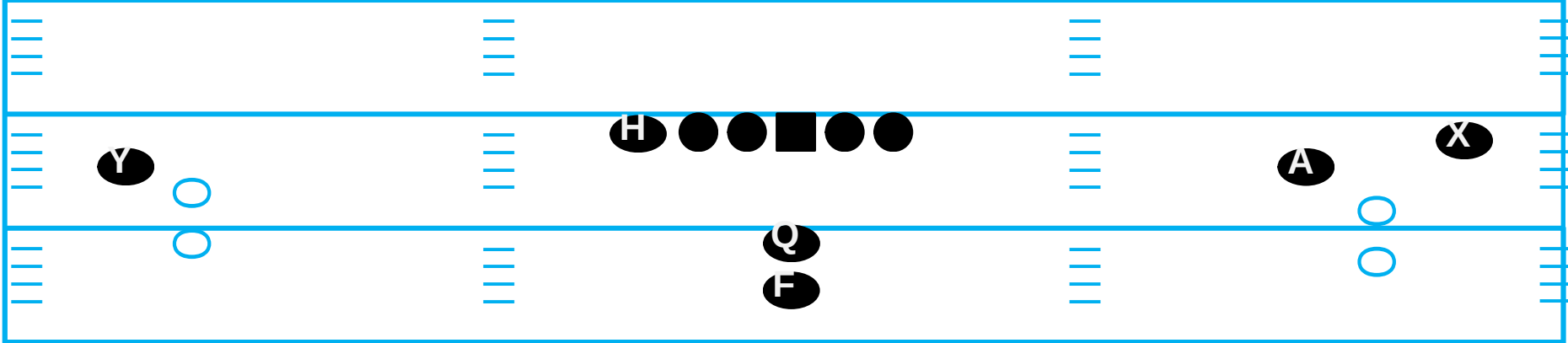


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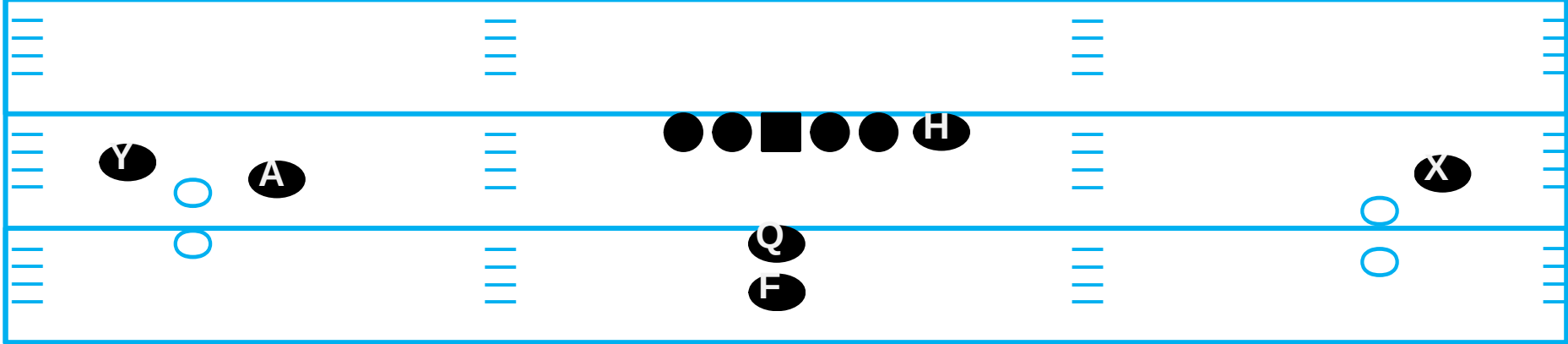


RHINO - FORMATIONS

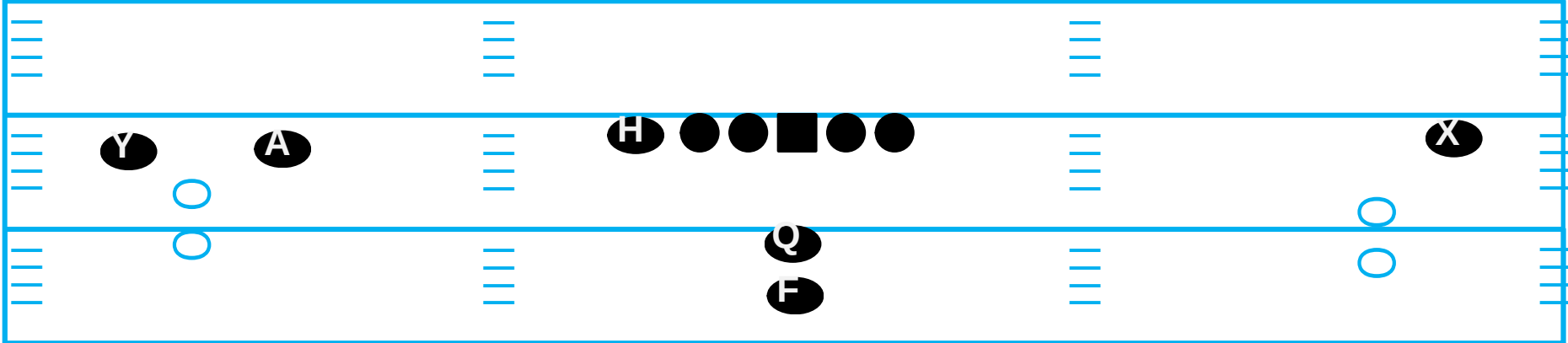
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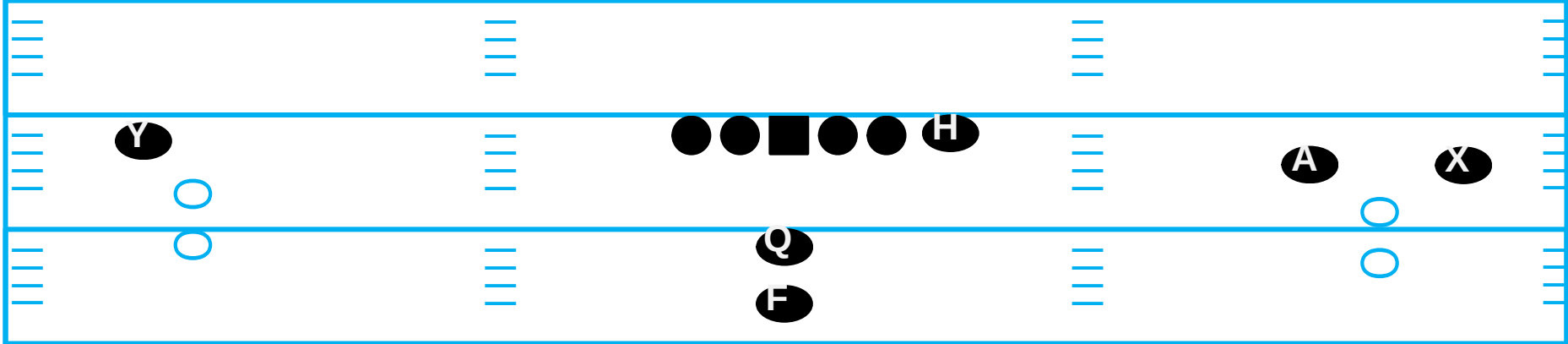
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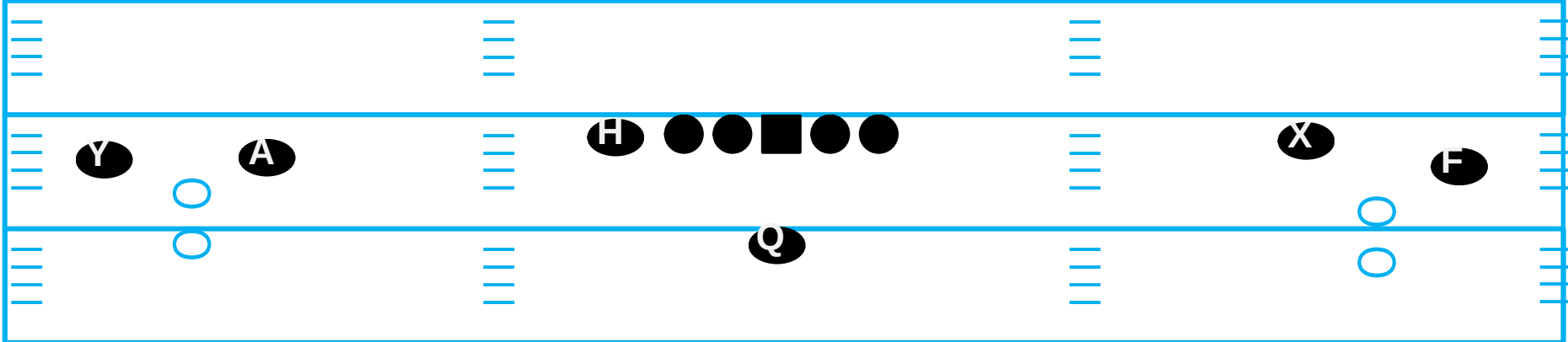
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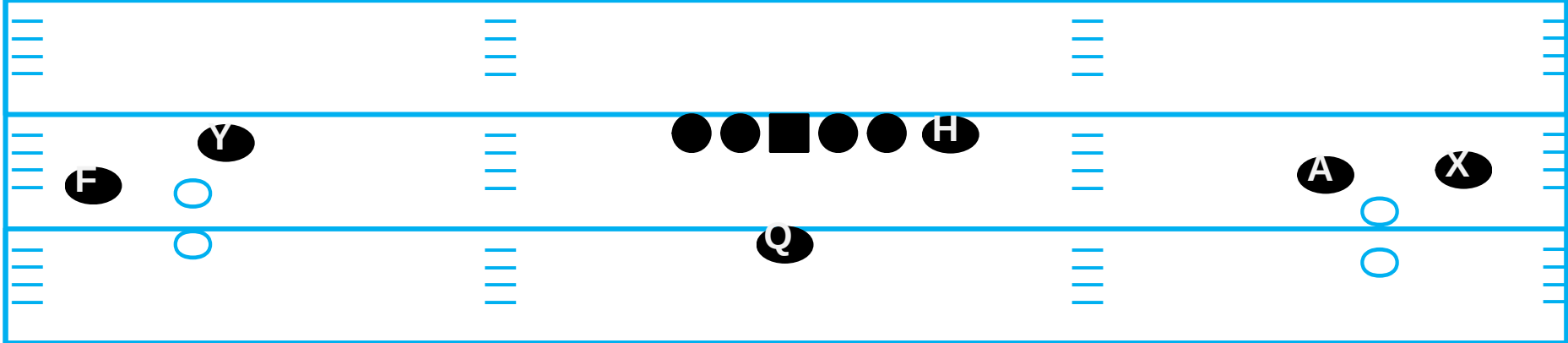
TRIPS RT



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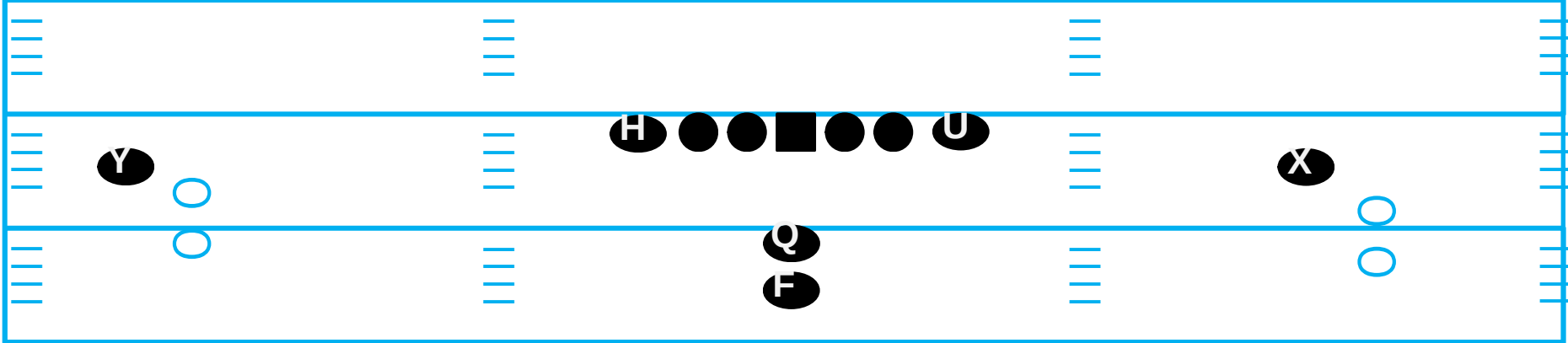


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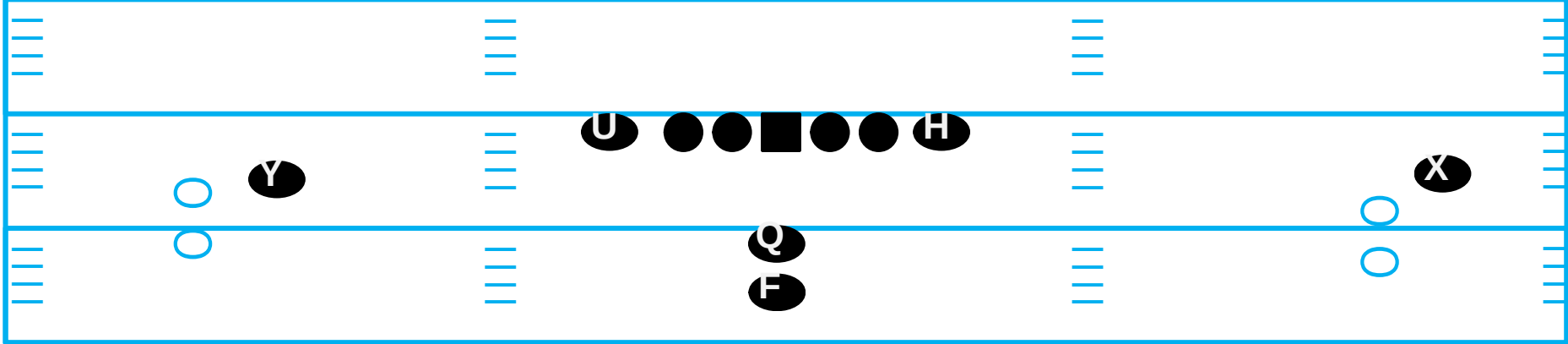


HIPPO - FORMATIONS

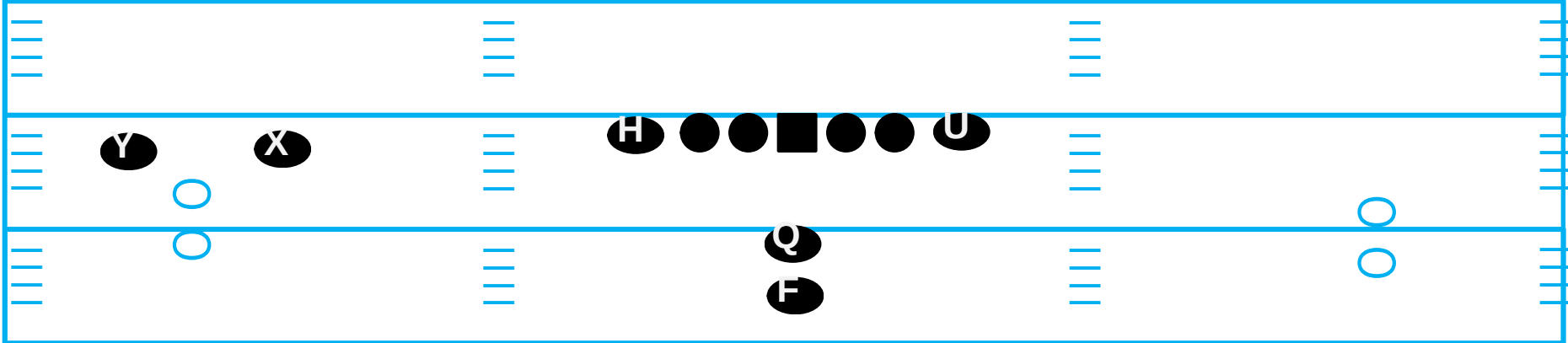
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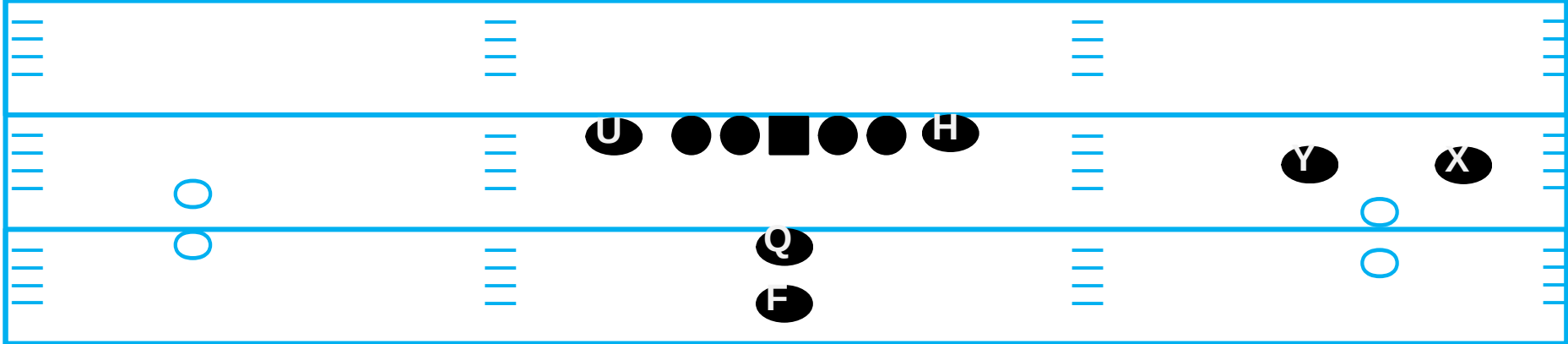
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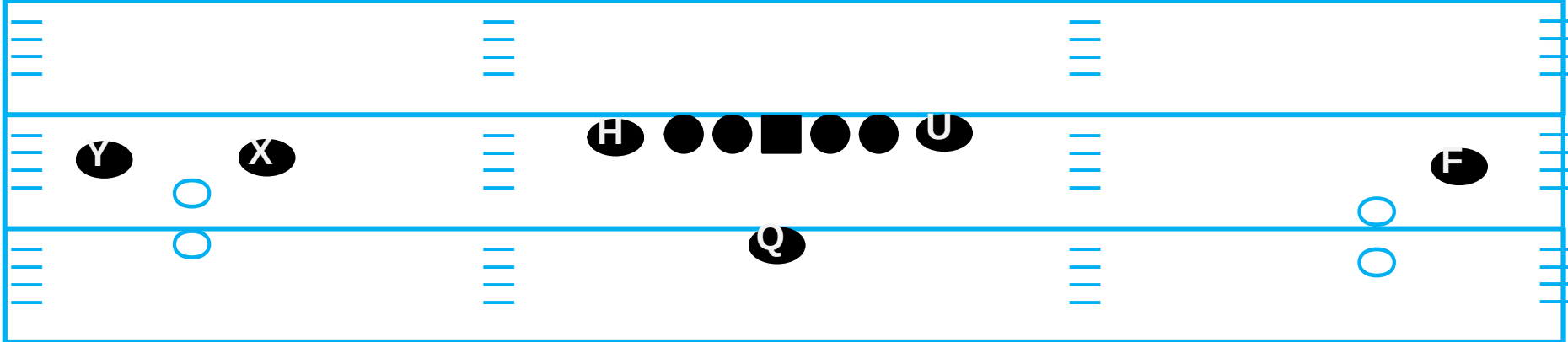
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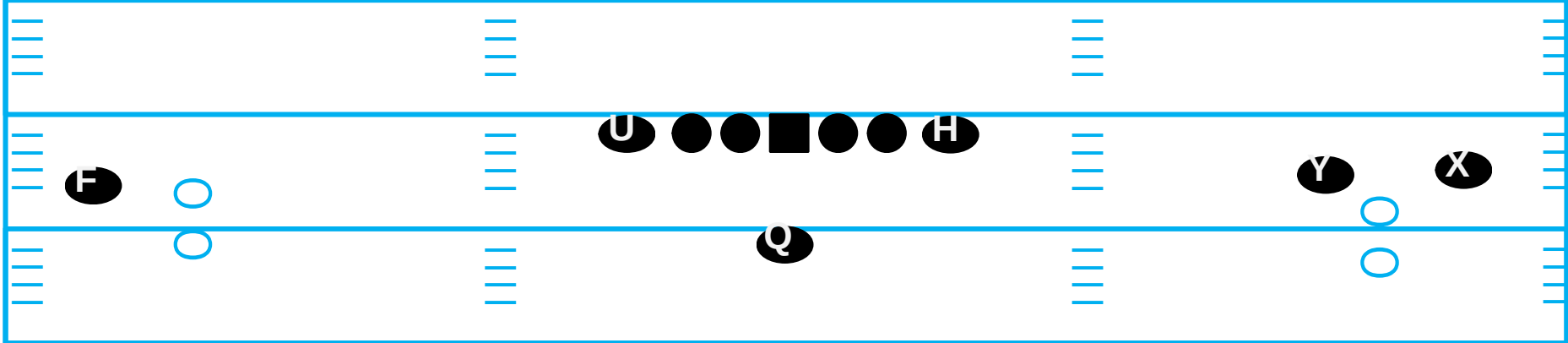
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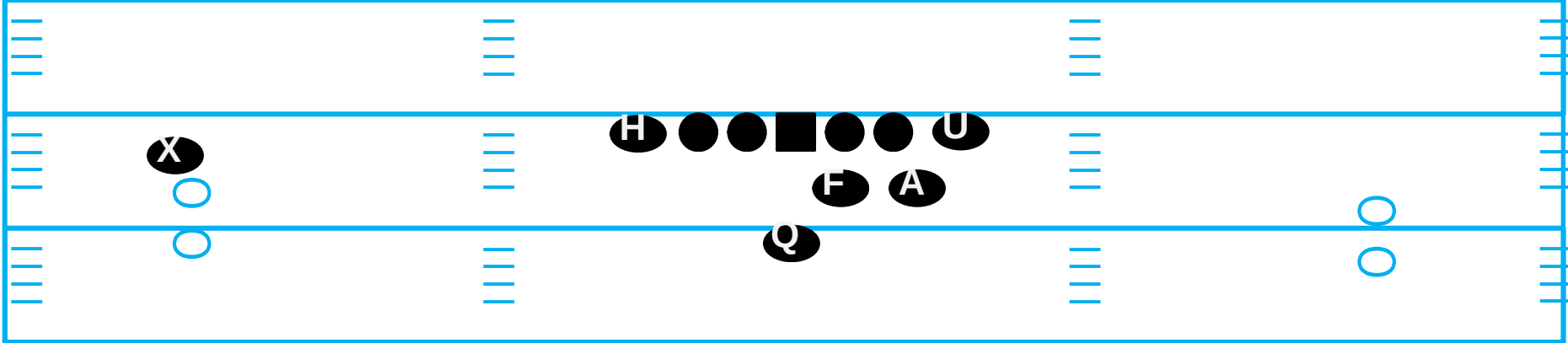


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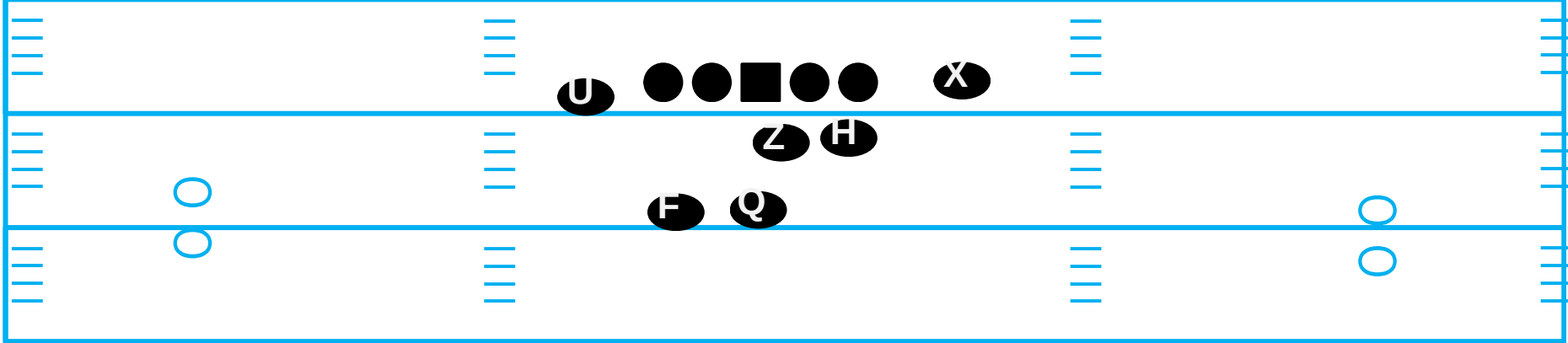


Tags and Exotic- FORMATIONS

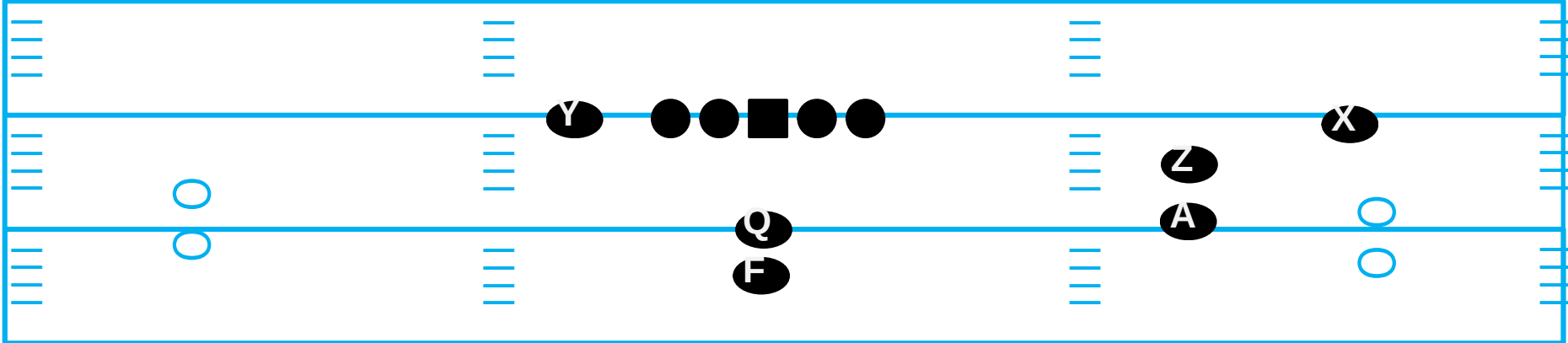
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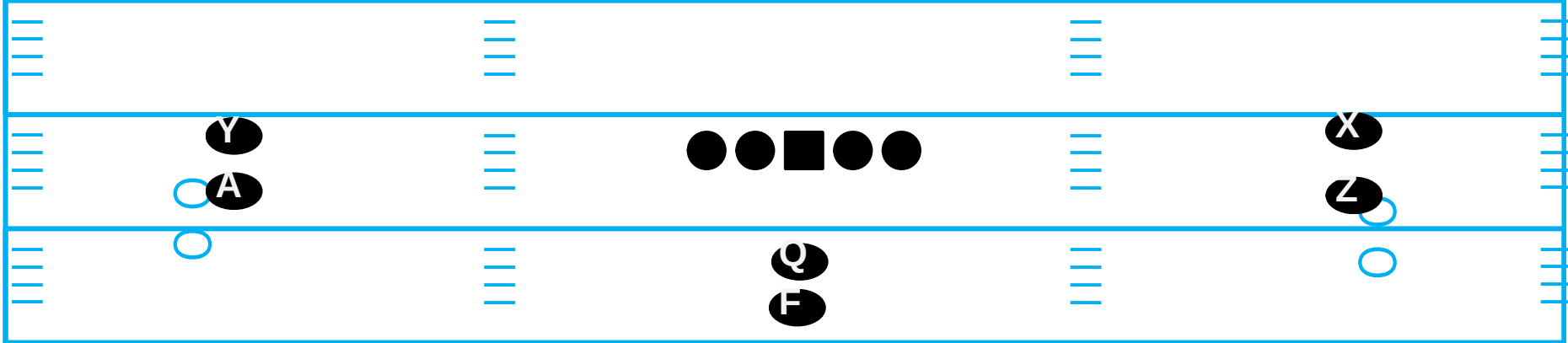
GOON SQUAD



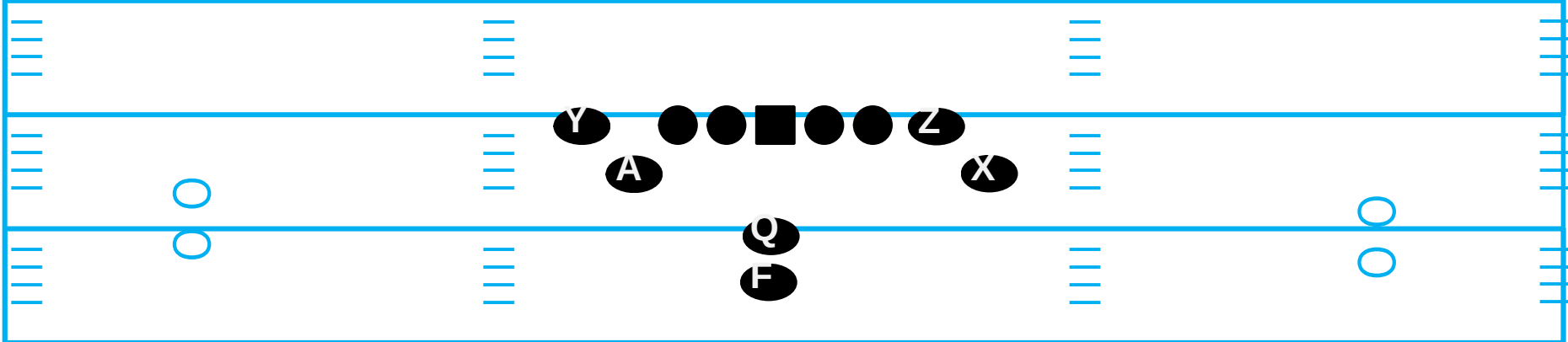
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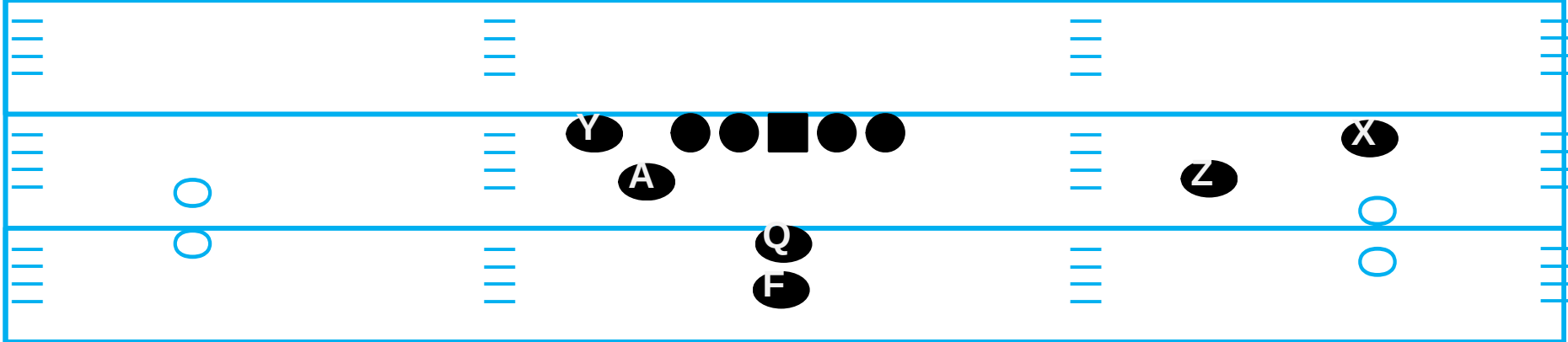
STACK



RIGHT TITE

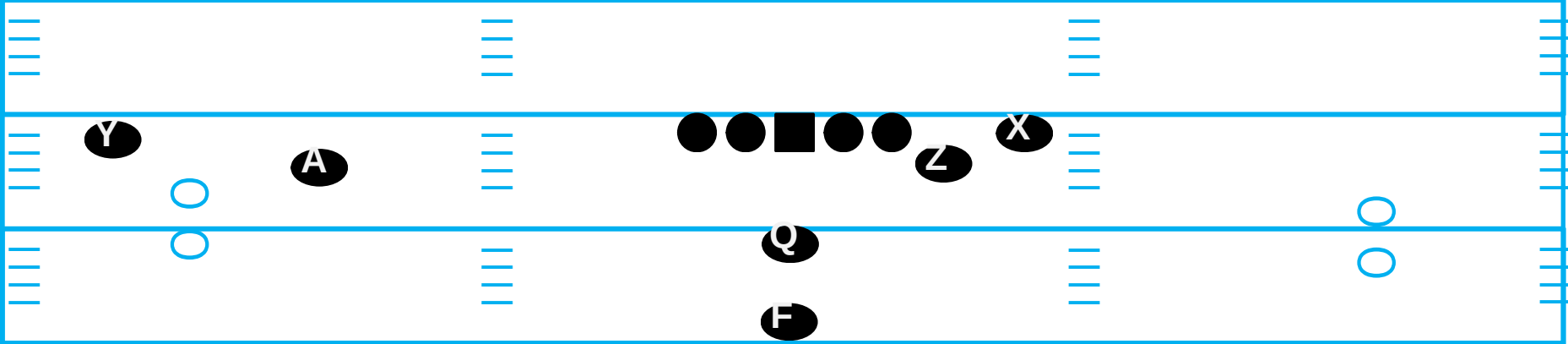


RIGHT BITE

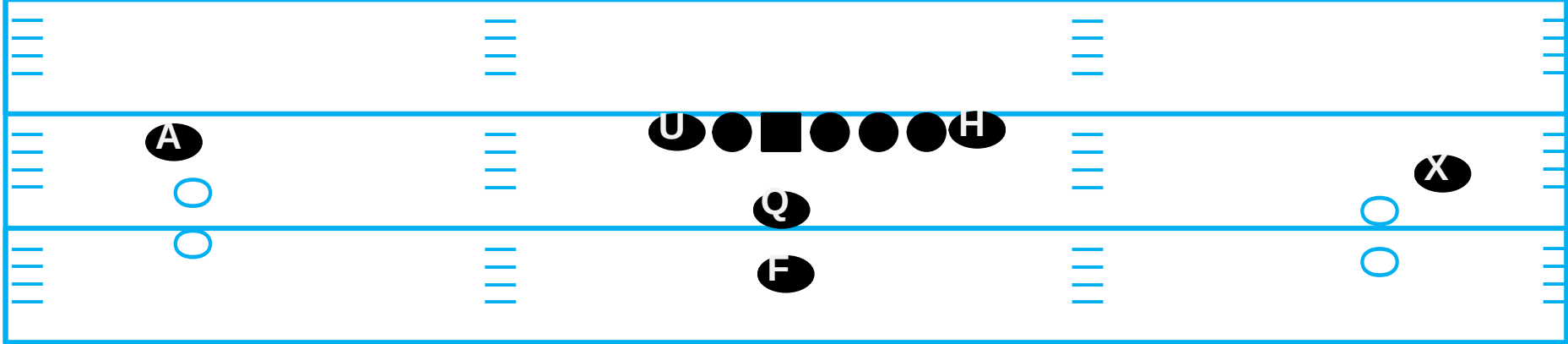


Tags and Exotic- FORMATIONS

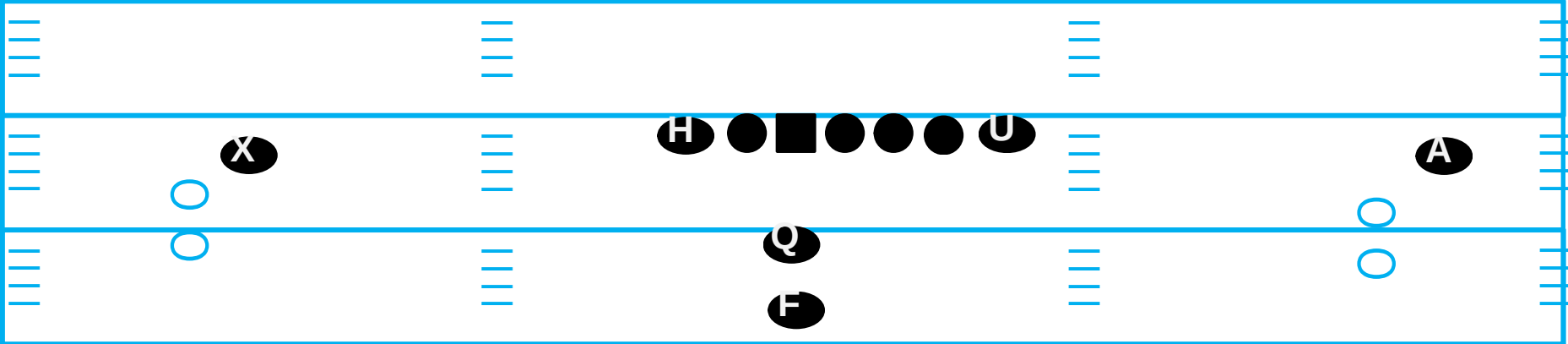
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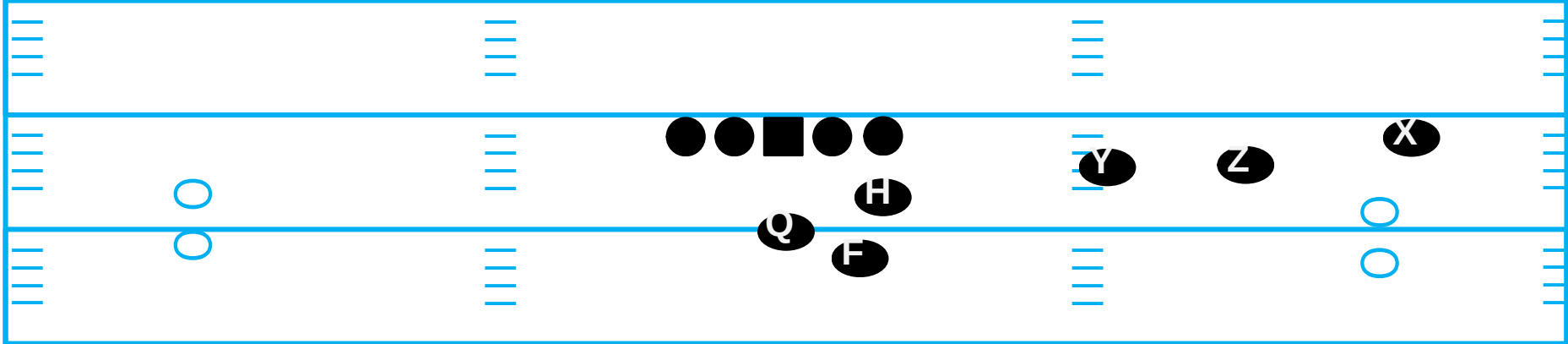
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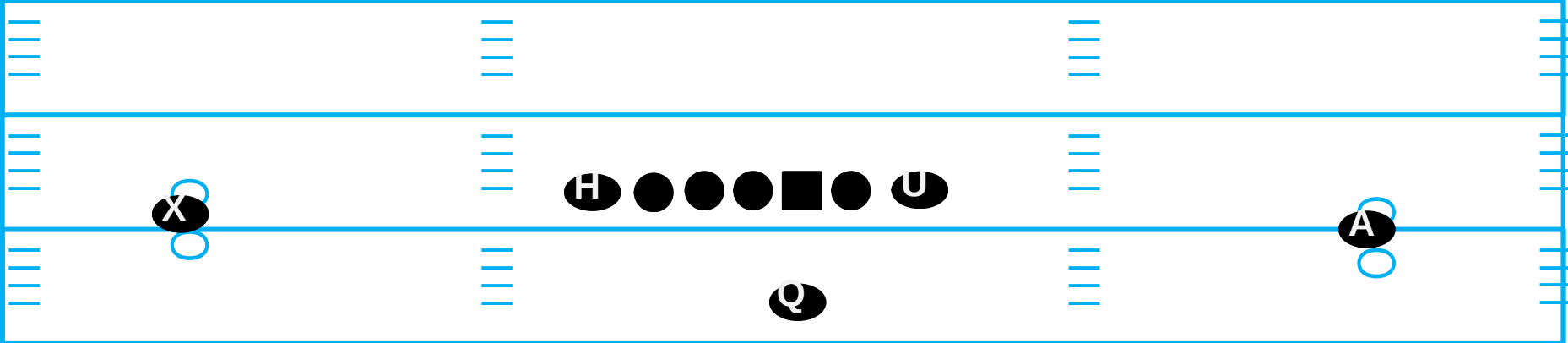
LEFT UBER



RIGHT LEAN



LEFT LYFT



LEFT LYFT

