



LIQUID BASKETBALL

FBBL MANAGER • STRATEGY & MEDIA GUIDE



FBBL MANAGER

STRATEGY & MEDIA GUIDE

HOW TO BUILD A BETTER PROGRAM

Practical strategy. Feature deep dives. Better weekly decisions.

WEEKLY PLAN

Build priorities before spending resources.

ROSTER EDGE

Develop fit, depth and role clarity.

GAME DAY

Make decisions with context, not habit.



BUILD AN EFFICIENT ROTATION

Basketball seasons are won through balance: role clarity, player development, smart minutes and timely adjustments. Build a roster that can stay fresh and execute when the game tightens.

BUILD THE ROTATION

- Define roles before the game and keep minutes aligned with those roles.
- Protect energy so your best players are useful late.
- Use bench minutes intentionally instead of reacting only to foul trouble.

RECRUIT FOR FIT

- Fill positional needs without overpaying for redundant profiles.
- Balance IQ, work ethic, versatility and upside with raw rating.
- Keep Plan B and Plan C targets ready.

DEVELOP TALENT

- Set weekly development goals for each player.
- Give young players meaningful reps when the schedule allows.
- Improve chemistry and role clarity alongside individual ratings.

MANAGE THE PROGRAM

- Monitor academics, eligibility, morale and fatigue every week.
- Use budgets and sponsorship choices to support long-term stability.
- Treat retention and Transfer Station decisions as roster construction.

GAME-DAY DECISIONS

- Adjust rotation, pace and approach to score and situation.
- Use timeouts and substitutions with purpose.
- Focus on rebounding, turnovers, free throws and defensive execution.

COMMON MISTAKES

- Overusing starters early.
- Recruiting by rating instead of roster fit.
- Ignoring morale or role dissatisfaction.
- Failing to change the plan when the game changes.

QUICK WEEKLY CHECKLIST

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| ☐ Opponent scouted | ☐ Rotation minutes planned |
| ☐ Bench roles defined | ☐ Recruiting board prioritized |
| ☐ Development goals set | ☐ Academics and fatigue checked |
| ☐ Timeout / substitution plan ready | ☐ Postgame results reviewed |