



LIQUID FOOTBALL

FBFL MANAGER • STRATEGY & MEDIA GUIDE



FBFL 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.



WIN THE WEEK BEFORE GAME DAY

The best football programs create advantages before kickoff. Use the weekly loop to scout, prioritize, develop depth and arrive at game day with a plan you can adjust.

WIN THE WEEK

- Scout first; spend interactions after you know the matchup.
- Prioritize the few decisions that can change this week.
- Review results before repeating the same plan.

RECRUIT FOR ROLES

- Recruit to needs, scheme and long-term depth - not only overall rating.
- Keep backup targets ready when a priority recruit changes direction.
- Use distance, program fit and available resources together.

TRAIN WITH PURPOSE

- Give development reps to players who can earn meaningful roles.
- Balance high-intensity work with fatigue and recovery.
- Track improvement across the season instead of chasing one-week spikes.

PROGRAM MANAGEMENT

- Protect academics, eligibility and graduation progress.
- Treat budget, sponsorship and travel choices as competitive resources.
- Build depth so one injury or departure does not break the season.

GAME-DAY EDGE

- Adjust to score, time, field position and opponent tendencies.
- Use scheme and personnel together; avoid automatic play-calling.
- Make aggressive decisions when the situation justifies the risk.

COMMON MISTAKES

- Spending before scouting.
- Overreacting to one bad week.
- Ignoring depth, fatigue or academics.
- Recruiting stars without a role plan.

QUICK WEEKLY CHECKLIST

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| ☐ Opponent scouted | ☐ Interaction bank reviewed |
| ☐ Recruiting board prioritized | ☐ Training and recovery balanced |
| ☐ Academics checked | ☐ Budget / sponsorship decisions reviewed |
| ☐ Depth chart roles clear | ☐ Game plan adjusted for context |