



**FUEL FOR FOOTBALL**

*SERVICES*



# FUEL FOR FOOTBALL

CHANGE THE GAME.

## GAME ANALYSIS

Using analysis of your game play you can push on to new levels. The key differentiator between the best athletes such as Cristiano Ronaldo, Lebron James or Tom Brady, and their competition, is the amount of time they invest in performance analysis. They understand that when used correctly, analysis can be a major tool for tactical development, as well as technical, physical and psychological assessment.

In pre-match opposition analysis, we analyse the opposition prior to an upcoming game with the aim of giving a competitive edge to your play. We focus on their tactical systems (including defensive and offensive patterns) directly related back to your own position and tactics, therefore allowing quicker decision-making during the match. The other key area we analyse is the potential matchups, in particular how to exploit weaknesses in their play, alongside which areas of your own game will be most effective. Each analysis answers these questions as a minimum. How do they matchup physically? Which of the player's strengths will cause the most problems for the opposition? How can these be unlocked?

Not only can this analysis grow your confidence on the pitch, but your decision-making is enabled to be far greater as a result of the considerations. The analysis includes a quick one page overview which gives a clear picture on what to do, proceeded by multiple pages with examples and explanation on each point. Analysis can be sent at any given time pre-match on request, although our general ruling is to send the pdf and accompanying video 24hrs before kick-off to be read on the day of the match.

In post-match analysis, we focus on the strengths and areas for improvement, highlighting key moments that illustrate both. We may also use statistics and background information to further exemplify these points. The key aim of our analysis, which is unfortunately often overlooked within club analysis, is to offer specific advice around further integrating strengths, and developing the areas for improvement. We take a big step forward on statistical data, by offering coaching expertise to actually turn analysis into a massive tool for your development. Same as in the opposition analysis, this includes a one page overview of your performance, proceeded by multiple pages with explanations, examples and developmental ideas. A positional guide is a comprehensive view into the decisions and execution of the best players in any position and formation. While it covers the lesser seen or spoke about components of elite play, it is written in an easily digestible format using examples and clear explanations to allow for easier learning. A full positional guide ranges anywhere from 50-100 pages and is written to your specifications. It also includes analysed footage which co-ordinates with the examples used in the guide.

**1 Analysis Piece** – £85

**20 Analysis Pieces** - £1199

**40 Analysis Pieces** - £1999

**Positional Guide** - £250



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## PSYCHOLOGICAL PERFORMANCE

While many see physical and technical attributes as keys to performance, many overlook the fact that both rely heavily on strong psychology. One of the earliest managers to value psychology as the number one domain of Football was Sir Alex Ferguson, who valued the psychological state of his players as the key to prolonged elite performance. It is certain that placing detailed attention on the mental side of the game can create massive improvement in performance - the key domain for finding consistency.

In psychological performance sessions we aim to give you a mental edge by boosting consistency, composure, commitment, confidence, and concentration levels. These components are elements that often let players down, even on the biggest of stages! We progressively work on each component and through one-to-one sessions, to raise your performance levels via the development of mental toughness. In addition, we tailor to each player's individual needs, working on the aspects of psychology most needed at a given time. Mental skills training is something that is unfamiliar to many, however the sporting greats are both aware and engage in regular forms of mental skills training. We want to provide footballers with the opportunity to optimise performance the same way the greats of every sport do, with psychological preparation, reflection and skills sessions.

The psychological development package revolves around long-term improvements in psychology by working through mental skills sessions. The psychological performance package revolves not only around long-term development, but also game-to-game performance. It includes twice the contact time and includes mental skills training, mindset conditioning before matches and performance reviews after matches.

### **Psychological Development (2hr Mental Skills Training Session)**

**1 Session** – £119

**10 Sessions** – £799

*More available upon request*

### **Psychological Performance (45mins+ Mindset Conditioning, Performance Review, Mental Will Training Session)**

**1 Session** – £85

**1 Match (Pre-Match & Post-Match sessions)** – £119

*Packages available upon request*



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## NUTRITION

Given nutrition's importance for physical, psychological and technical performance, as well as its role in recovery and injury prevention it is imperative you maintain an adequate diet which contains the right amount of each key nutrient.

Planning your nutritional intake throughout the year can be difficult. There are many factors to take into account to ensure the highest standard of nutrition for both performance and development. Considering many physiological factors, we can create a personalised nutrition plan which is specific to your needs. By following the plan, you can ensure optimal nutrition throughout the season or off-season and build for long-term development. This comes in combination with full 1:1 support with our team nutritionist as you will work together on an educational journey of football nutrition science and your body.

### **Nutrition Review**

**One-Time** – £119

**Three Months** - £170

**Six Months** - £300

**Twelve Months** - £500

### **Nutrition Programming**

**Three Months** - £499

**Six Months** - £899

**Twelve Months** - £1599

### **Nutrition Programming & Recipes**

**Three Months** - £899

**Six Months** - £1599

**Twelve Months** - £2000



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## STRENGTH, POWER & SPEED

Strength, power and speed are ever increasingly key components in the modern game, yet are often overlooked, or poorly trained, throughout the football world. Alike buying a car, we don't consider solely the size of the fuel tank, but more so the miles per gallon, speed, acceleration and physical output of the engine. It is the same with football, and while endurance qualities are fairly well trained, those other key physical attributes, such as power and speed, often don't get the correct attention. It is our mission to develop players physically by offering the greatest training for their individual needs.

We offer training sessions to players in the UK or through Facetime for players abroad. Our programming is available to players everywhere. In both cases our coach will be available to you in a variety of ways to offer support with cues, advice and program alterations.

**Training Session - £119**

*Sessions are created to meet the player's needs and typically run anywhere from 1-2 hours*

**Six month-long programming (reviewed & redesigned each month) - £899**

**Twelve month-long programming (reviewed & redesigned each month) - £1599**

## CONDITIONING

Endurance is one of the keys to playing at a high level in the modern game, but not many realise just how many factors must be considered when training to improve this. ATP, pH, muscles, substrates, blood-glucose, circulation, respiration; only some of the determinants of how well conditioned a player will appear. It can be a real mind boggle as a player trying to learn and understand each of these alone, and the far quicker and easier method to improve her is enlisting a conditioning expert to program for you. As football is an intermittent sport with multiple different playing positions that each have different needs, following the right type of cardio training program is vital. Beyond that, ensuring that each different type of energy system used predominantly in your position on the pitch is an absolute must. To do this, you need to go through a specific needs-analysis and then the relevant fitness testing to determine what your training priorities should be. At Fuel For Football, we will go through all of this for you and provide a fully personalised training plan to help you become the fittest player you can be. Full support from our team throughout your programming is also ensured to make sure you maximise the results you're looking for.

**Training Session - £119**

*Sessions are created to meet the player's needs and typically run anywhere from 1-2 hours*

**Six month-long programming (reviewed & redesigned each month) - £899**

**Twelve month-long programming (reviewed & redesigned each month) - £1599**



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## TECHNICAL

Something less considered by most. Players are quick to acknowledge the need for expert coaching when it comes to the physical aspects of the game - both primary (strength, power, speed, conditioning) and secondary (nutrition). When it comes to technical aspects of play there's a tendency to assume it can be done to the highest level by oneself. Some might stumble upon great training, but there are well understood, reliable evidence-based approaches and methods of training which most players will miss out on. Our sessions are built on: training paradigms (behaviourism, cognitivism, constructivism), embodied cognition, game realism, ventral and dorsal processing, non-cognitive processing, stability bias, CARDS, problem-creating, learning-rich environments, constraints-based approaches, dynamic practice, perception-action coupling, perceptual-motor landscape, degeneracy, structure variability. When you know what to do, training for technical development becomes a much easier process. If you struggle to see improvements to match performance and do not currently understand or apply these, our technical support is here to help.

### **Training Session - £85**

*Sessions are created to meet the player's needs and typically run anywhere from 1-2 hours, sometimes longer.*

### **Six month-long programming (reviewed & redesigned each month) - £899**

### **Twelve month-long programming (reviewed & redesigned each month) - £1599**



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## ELITE PLAYER PERFORMANCE PLANS

Plans and programming can be made to fit your individual request with our Elite Player Performance Plans. Simply send us details of what you would be looking for from the plan; be it around any mixture of performance-related components. Following purchase, we will talk 1:1 to better tailor the plan to your individual needs. You can then expect the plan to arrive within the given time frame and ready to move from phase to phase within it. Full support and advice is available with the plan and tailoring of sections is available should you need this additional service. The EPPP can include programming of nutrition, strength power and speed, conditioning and technical training.

**Single Plan (Non-Programmed) – £500**

**Three month-long programming (reviewed & redesigned each month) - £999**

**Six month-long programming (reviewed & redesigned each month) - £1799**

**Twelve month-long programming (reviewed & redesigned each month) - £3199**

*Training sessions (psychological, technical, physical) can also be offered as part of these packages on top of the programming. Please make a request for an individual quote based on the number of training sessions added.*

## CONSULTATION

Essentially, a consultation is a discussion around your game in which we talk about what's going well and where you need to improve. The consultation goes wherever the player likes, so for example, if you need psychological advice, we will discuss deeper into this part of the game.

During the consultation it is best to take notes on any advice, research, concept or story that is useful. While we talk, notes will be made from the FFF end with anything discussed. After the call, a plan of action will be sent to you, along with resources to help you achieve your goals. If you are looking for anything more specific, i.e. you would like a workshop which focuses on recovery techniques, fitness or any other area of interest - this also is a perfect opportunity. If possible, let us know prior to the consultation that you'd like to focus on a specific area so we can get resources together for you to look at while we speak.

The time frame for these consultations is 1 hour, although this is just a rough guide. We usually work through all the questions you have and as much of any key areas as possible. A time and date for the consultation can be discussed both pre and post purchase.

**1 Consultation - £119**

**Quarterly Consultation (4 per year) - £319**

**Monthly Consultation (12 per year) - £799**



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## MENTORSHIP

Mentoring consists of a long-term relationship focused on supporting the growth and development of yourself either as player, coach or trainer. The mentor, being the most suitable member of our team for your role, becomes a source of wisdom, teaching, and support as they work 1:1 with you to accelerate your career progress. This is a completely individualised process, whereby a real connection is built.

Everyone likes to work in their own way and your mentor will adapt their approach to reflect that. Some prefer to bring questions and work through Q&A, others will bring up topics and request workshops to gain insight. More options include talking casually about the day-to-day and having back and forth dialogue about important situations. Ultimately, however you prefer to work, this can be accommodated.

Through any method, the principles of mentorship remain true. A mentor challenges you to think through issues and approaches by asking difficult-to-answer questions, serving as a source of wisdom to guide you towards the answers you need.

When you first establish a relationship with your mentor, discuss and compare expectations together. Ultimately, the more time you make available to work with your mentor, the more you will gain from them. Clarify responsibilities together, and the process the two of you will use going forward to communicate (WhatsApp, calls, video calls). Understand your career goals (where do you want to go in the future? what do you want to do?), follow-through as agreed then problem-solve the challenges which come up together. Make it your aim to maximise this experience so that you reap the full benefit.

Mentorship is the perfect supplementary service to all others as it allows for the extra depth beyond programming and training.

**Mentorship** – £140/monthly

## PRO PERFORMANCE PROGRAMME

The PPP allows you to access all of our services and all of our experts. This includes programming/training for: nutrition, strength, speed and power training, conditioning, mobility and injury prevention; performance psychology sessions, pre-match opposition analysis and post-match analysis throughout the season.

\* Personal chef, tailored nutrition delivery; regular week-in week-out in-person technical, tactical and gym sessions; recovery therapies; can all be added to this base rate.

**Pro Performance Programme** – £1600/monthly