



ELEVATE

YOUR

STUDENT ATHLETE



To a Higher Level of Playing Basketball



Coach Mom Can Help You Prepare Your Family for Success

Sharon Butler, founder of Coach Mom has been where you are, raising a family, supporting a child (more than one) in their basketball career, juggling practices, tournaments, work and of course, the ever increasing financial demands of the game.

**If you find it overwhelming at times, you're not alone.
You have a lot of tough decisions to make on the path to supporting their
full potential in the sport of basketball.**

Coach Mom's MVP Package is designed to help you:

- Help your child secure academic opportunities through the sport of basketball
- Reduce stress & anxiety
- Minimize the financial burden on your family
- Prevent coaches, teams, recruiters from taking advantage of them
- Ensure their athletic and academic skills are properly developed

Why is the MVP Package Right for You?



"Coach Mom has taken the overwhelming recruitment process and made it realistic, manageable and exciting.

She has been a crucial part of our son's basketball journey. She is an invaluable advocate, manager, and a well-rounded resource; she is equally able to monitor academics, training, and mindset and draws on an extensive network of connections both locally and in the USA."

The MVP Package provides you with the highest return on your investment, working with your entire family to ensure your child is prepared to take full advantage of their basketball skills.

This comprehensive plan is designed not only to get your child the exposure they need to play at a higher level, but to ensure that they are ready athletically, academically and mentally for the challenges that come with elite middle school, high school and college basketball.

The Goal?

Ensure you've prepared your child to live their basketball dream by developing them into a well-rounded, strong player that is healthy, happy and recruitable.



What's Included?



Where do You Stand?

Comprehensive Assessment

Every member of the Coach Mom team begins their journey with a complete player assessment to gain a clear understanding of where they stand and what recruitment opportunities exist for prep school, college or university, in Canada or the USA. Including on-court visits.

This assessment will help us all get on the same page with regards to Academic and Athletic Skill Evaluation, Goals (professional and academic), Experience (coaches worked with, team, etc), challenges your particular child and family face.

The MVP Package

Coach Mom will work with your child and with you personally as a parent on this personalized success plan throughout the full year including:

**Athletic Plan
Academic Plan
Elite Sports Training
Exposure Plan
Family Plan**

"Sharon has always made herself available to us. She has been invaluable in helping us navigate the ever changing landscape of elite level basketball in Toronto. Her guidance has helped us feel more secure in our decision making."

The Academic Plan

Customized to-do list and schedule to keep you organized and on time
Testing – SSAT, SAT, input and advice
Grade point average (GPA) monitoring and evaluation
Report card evaluation
Access to mentors and academic support
Troubleshooting personal problems interfering with academic potential
Support for learning or development challenges
Cultivation of academic and career aspirations
Time management

Navigating the differences between acceptance in Canadian and American NCAA schools and academic requirements

Yearly Total 5 Hours

The Athletic Plan

Discussion of school and game visits
Development plan for skills, coordination, and sport-specific fitness
PLUS transferable sport skills
Fatigue & stress management
Finding the right coach to properly develop your personal style of athleticism
Prevent over-training with a plan for EFFECTIVE training
Managing competition on the team
Navigating OBL, and other associations
Injury support, access to medical professionals and recovery
Injury contingency planning (if Needed)

Yearly Total 10 Hours

Elite Sports Development Training

Peak performance mindset and mental approach
How to handle the pressures of the game
How to become your own biggest fan (self love)
Confidence Building
Crisis management
Social media input
Maintain a positive digital footprint that will support your image
Managing stress, social pressures, attention, being in the spotlight, the pressures of always being “on”, increasing exposure,

Yearly Total 6 Hours

The Exposure Plan

Communication with coaches and administrators
Assistance and guidance in regards to the Application process for prep school, high school, college and university

Filling out Applications
Additional guidance through the Application process
Common applications
When to apply
Application fees
Application Essay topic selection and review
Guidance on Financial Aid process
Choosing the right school

Mental preparation for interviews and media
Identifying opportunities to play
Exposure to trusted coaches and universities from Canada and the USA
Participation in CM Annual Prep-School Showcase
Online Athletic profile for recruiting coaches
Feature in Coach mom yearly recruitment book and newsletter

Applications (Max 10) 5 hours

Financial aid review 3 hours

Preparation coaching 2 hours

Communication with Coaches 2 hours

Video and profile building

Coach Mom Showcase 2 days



The Family Plan

One on one work to support parents of students athletes.

Includes coaching parents on how best to support their athlete academically, with time management, challenges, skill development, planning, recruitment, etc

Defining the best role for parent to take, where to focus your attention to what matters and what doesn't

Creating a family that is also recruitable
understanding how family dynamics affect eligibility for future opportunities
Social media guidelines and best practices
How to approach homework

Yearly Total 6 hours family coaching
SM Guidelines and best practices 1 hour

Join Us Now



The earlier you start planning, the higher the likelihood of your child's success in playing basketball at an elite level. Often parents and student athletes wait until grade 11 or 12 to begin applications to colleges without realizing American colleges and Universities take into account GPA from ALL high school years.

You can begin your MVP Package as early as grade 6 to ensure you take advantage of high school prep-school opportunities.

Although we are mainly focused on boys basketball, in recent years we've had participation from young women as well and everyone is included in the path to success.

\$2,340

INCLUDES FULL MVP PLAN

Over 48 Hours of Coaching for the Year. Includes free participation in the CM Scouting Showcase, athlete features and personalized planning. Payment plans available upon request. (Subsequent Years only \$1000/yr, no upfront commitment required).

To get started or to discuss your options simply call or email Sharon at:

Phone: 647-548-6667

Or visit us online
www.coachmom.net

Social Media
@coachmomweb (Twitter & Instagram)