



SOUTHWEST BAPTIST UNIVERSITY
2008 WIDE RECEIVERS MANUAL

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“If anyone is not willing to work, then he will not eat.”

-Apostle Paul (2 Thessalonians 3:10)

2008 SEASON STATEMENT

Let me first start by saying that I am honored to have the chance to lead this offense and position group into the 2008 season. After finishing '07 as the 4th ranked passing offense in the country, I've been excited about the things this group has the potential to accomplish this fall, and now the wait is finally over.

That being said, once players show their potential, it is their coach's duty to put them in position to realize every ounce of that full potential. I promise that I will do everything within my power to give you that opportunity. The rest, the easy part, is up to you.

Why is it easy? All you have to do is show up on time every day, ready to give 100% effort every rep and do what you're coached to do. Don't concern yourselves with things out of your hands, focus on what you can control.

As individuals, we must acknowledge the fact that we are all very privileged to be members of this group and this team. For each of you on the roster there are thousands of high school players across the country that will never have the opportunity to attend college, let alone play collegiate football.

According to the Encarta Dictionary, **PRIVILEGED** is defined as: "fortunate in having a special advantage or opportunity to do something". We need to recognize that every time we put on the SBU colors that we have been blessed with an opportunity to do something special. Do yourself a favor and never waste a single rep.

Take full advantage of the opportunity you have to receive a great education and play the greatest team game in the world.

Everyone's career ends sometime, and when it's over, that's it. When you look back on your career you want to have peace of mind knowing that when you did it, you did it 100 miles-per-hour and wrecked everything in your path!

POSITION IDENTITY

I take extreme pride in the development and performance of this group and you should as well. You are fortunate to play in an offense that throws the ball around like we do. Because there are four different wide receiver positions that all require different skill sets, we as coaches can play you where your strengths as a player can be maximized.

The flipside of all that is we have a tremendous responsibility to be at the top of our game whenever we take the field because if we don't perform, the offense cannot succeed.

We talk about creating an identity for our group. We talk about being the closest knit, hardest working, most reliable position group on the team. I think you'll agree that the harder we work, the more plays we make. The more plays we make, the more fun we have. What could be more fun than making plays and earning SBU some respect around the country?

SBU WIDE RECEIVERS:

- **We will work every day to be recognized as the BEST WR CORPS in Division II football.**
- **We will play FAST and PHYSICAL.**
- **We will be known for EXPLOSIVENESS and SHORT AREA QUICKNESS.**
- **We will be known for INTENSE EXECUTION of FUNDAMENTALS and SKILLS.**
- **We will be COMPLETE FOOTBALL PLAYERS.**
- **We will be FINISHERS.**
- **We will be known for our SUPERIOR LEVEL OF CONSISTENCY.**
- **We will pay GREAT ATTENTION TO DETAIL.**
- **We will be known as a group that EXCELS in EFFORT AREAS.**
- **We will have a THOROUGH UNDERSTANDING of SITUATIONAL FOOTBALL.**
- **We will be known for our MENTAL and PHYSICAL INTENSITY.**

PLAYER TYPE

To be a member of the SBU IRONMEN you must:

1. **COMPETE!** Every rep of every drill, every play of every game, we must compete. Football is a game of individual battles within the team battle. **Strain to win every single battle.**
2. Come to put in work **EVERYDAY**. Constant improvement is our goal and it can only be achieved through **consistent effort and close attention to detail.**
3. Be a **PLAYMAKER**. Even the best receiver will only get a limited number of opportunities each game and when that moment arrives, he must make the most of it. This includes both catching and running after the catch as well as blocking downfield.
4. **MAKE CATCHES** on the move and in traffic. Catching skills involve more than just “hands”. The receiver must have the body flexibility to get his arms and hands into proper position and he must have strong, supple fingers to snare a tight spiral, keeping **FOCUS** on the ball rather than the defenders.
5. Be a **MASTER** at the LOS and get open versus tight coverage, particularly on 3rd down. He must have the quickness to get **in and out of cuts within 2 yards.** He must have the ability to explode out of cuts and **create separation.** He must also have the **strength to play a physical game** with cornerbacks, safeties and linebackers.
6. Be an **ACTIVE** part of the running game. We cannot run the ball with soft receivers, our blocks turn modest gains into long touchdowns. You may play 90 plays for 4 or 5 opportunities to touch the ball, most others must be spent giving **110% EFFORT** helping us get yards by blocking down field.
7. Be **DEPENDABLE AND CONSISTENT** so that the QB will throw him the ball without hesitation. Dependability can come in the form of assignment mastery, route running, football intelligence, consistent hands, etc.
8. Carve out a role on our football team. **How can you help our team win?** It may be as a starter, back-up or as a scout team player who helps the defense get better each day. It could also be on special teams. **Whatever your role, work to be the best at it every day.**

2008 OFFENSIVE GOALS

1. Score enough to win
2. Average 35 points per game
3. Average 400 Yards per game
4. Complete 65%
5. No off the field issues

2008 WIDE RECEIVER GOALS

1. Win on the road.
2. At least one 1,000 yard receiver.
3. At least one 100 yard/game receiver.
4. Top 3 pass team in America.
5. At least 2 All-Independent receivers.
6. At least 1 All-American receiver.
7. Break single season wide receiver marks for receptions, yards and touchdowns.
8. 3.0 GPA for entire group.

“To guard me, you had to pray. Whatever you did was going to be wrong.”

--Earl “The Pearl” Monroe, NBA Great

2008 WIDE RECEIVER

EFFORT AREAS

1. Master position fundamentals.
2. Eliminate mental errors.
3. Eliminate dropped balls.
4. Yards after the catch.
5. Knockdown blocks.
6. Be aggressive at all times.
7. Play smooth, no wasted motion.
8. Never show a sign of weakness.
9. Technique conscious.
10. Always be hungry to make ANY play, especially a BIG play.



PRACTICE PROCEDURE

1. Come ready to put in work! Concentrate and focus all mental energy on the task at hand. When we walk on the practice field, the outside world stops.
2. BE COACHABLE!!!
3. Practice in a “game-like” manner in terms of tempo and intensity. If game tempo is level 10, you must practice at level 10. You can’t practice at level 5 and expect to turn it up on game day.
4. Execute and excel in the effort areas (downfield blocking, YAC, etc.). Finish every play.
5. Physically intimidate at every opportunity.
6. Focus on raising your physical and mental toughness levels.
7. Be attentive, take mental reps – learn from others’ mistakes.
8. Dedicate yourself to being a complete football player.
9. Contribute in the kicking game. Everyone must help the team on special teams in some way.

“From an X’s and O’s standpoint, the offense is really overrated because it’s still a matter of executing.”

--Rich Rodriguez, Head Coach, University of Michigan

GRADING PROCEDURE

1. You will be graded on all scrimmages and games.
2. Each play is graded in three areas: Assignment (did you know what to do?), Execution (did you get the job done?) and Technique (did you use the techniques you were coached to use in the appropriate manner?).
3. Grades will be based on a +, 0, -, point system where +=1, 0=0 and -=-1.
4. The total points earned will be added and divided by the total points possible to get a percentage.
5. That final percentage is your grade.

EXAMPLE

ASSIGNMENT= + (1)

EXECUTION = + (1)

TECHNIQUE = 0 (0)

TOTAL = 2 OF POSSIBLE 3

$2/3 = .666$ OR 67%



THE POWER OF POSITIVE THINKING

PEOPLE WHO SUCEED DO NOT HAVE FEWER PROBLEMS THAN THOSE WHO FAIL. THE ONLY PEOPLE WITHOUT PROBLEMS ARE IN THE CEMETARIES. IT IS NOT WHAT HAPPENS TO US THAT SEPARATES FAILURES FROM SUCCESSES, IT IS HOW WE PERCEIVE IT AND WHAT WE DO ABOUT WHAT HAPPENS THAT MAKES THE DIFFERENCE.

OVERCOMING ADVERSITY IS THE KEY TO A SUCCESSFUL SEASON – NO EXCUSES!

BE THANKFUL

When the going gets tough, BE THANKFUL:

- For what you have.**
- For the opportunity to grow and the chance to become that much stronger.**
- For the opportunity to learn to overcome ANY obstacle and to dig deep and go the distance, when you think you can't continue.**

OUR OFFENSIVE PACES

Offensively at SBU we play at an extremely high tempo. There are three specific paces that we play at:

- 1. EASY – This is our non-hurry, no-huddle. After a play is run, hustle back to the line, get the signal for the formation from the sideline and line up in it. Then get the signal for the play and we snap it.**
- 2. NASCAR – This is our normal hurry-up, no-huddle. After a play is run, SPRINT back to the line AS you get the formation AND play signal from the sideline and line up in the signaled formation. We will snap the ball on “HIT” as soon as everyone is set – don’t be the one we’re waiting for!**
- 3. LOOK – This is just like NASCAR, except we won’t snap the ball on the “HIT”, we will stay still in an attempt to draw the defense offsides. If they jump, we will “all-go” and take a free-play shot downfield. If they don’t jump, we will look to the sideline for the play signal, then re-set and snap the ball.**

****The different paces give us a definite advantage on offense. We will wear defenses out if they cannot match our tempo and conditioning level. It is VITAL that we get back to the line and get set as quickly as possible!!!**

FUNDAMENTALS

THE STANCE

At SBU we use a sprinter-style stance with hands in a fighting position. This gives us the best opportunity to come off the ball full speed and release off any secondary technique you may see. It also allows you to see the defense and make pre-snap reads so you can anticipate different coverages and hot routes.

KEYS

1. Inside foot up.
 2. Feet shoulder width apart.
 3. Narrow base (like you are in sprinters starting blocks).
 4. Knees bent. If your legs are straight, you must bend them before you can run and waste time at the line. If they are bent in your stance, you can just get out and run.
 5. Weight on balls of feet with 75% on the front foot.
 6. Upper body bent over front foot, so head is lower than the corner, if you are pressed.
 7. Eyes on the ball after pre-snap checks, leave the line on the ball's movement, not the snap count. (WRs should NEVER be offsides!)
 8. Hands and arms relaxed and hanging loose versus off-coverage. Versus pressed coverage, hands in a "fighting position", ready to protect and keep defenders' hands off of us.
- ** Although you should be able to stand in your stance all day, you don't want to be comfortable in it, you should be like a depressed spring, ready to EXPLODE off the ball.**

THE CATCH

1. EYES

- A. Your eyes are the most important tool you have when catching the football. You cannot catch what you cannot see.**
- B. You must have intense concentration on the ball in the air.**
- C. Find the point of the ball and burn a hole in it with your eyes.**
- D. Follow the football all the way into your hands and keep them on the ball until it has been secured in a high and tight position.**

2. BODY POSITION

- A. Always work your body into position with your feet directly in front of the ball if at all possible.**
- B. Never reach to catch a ball without trying to work your body into position FIRST.**

3. THE HIGH BALL

- A. Always attack the ball at its highest point, never wait for it to come down.**
- B. NEVER jump unless you have to.**
 - 1. You must jump and ATTACK short balls that are hung up.**
 - 2. If you are on the run, avoid jumping if at all possible.**
 - 3. Never jump and body catch a ball you can run through and catch with your hands.**
 - 4. The key is to attack the ball with your hands.**
- C. Lock your eyes onto the ball.**

- D. Thumbs together on all balls that are higher than your chest with fingers spread wide.**
- E. Catch the ball in the soft pads of your hands.**
- F. Look the ball away, exaggerating the tuck into a high and tight position.**
- G. Become a RUNNER and go SCORE!**

4. THE LOW BALL

- A. Lock in on ball with the eyes.**
- B. Pinkies together on all balls below the chest.**
- C. Fingers spread wide.**
- D. Get shoulders down to the football.**
- E. Hands under the ball.**
- F. Finish the catch with your eyes.**
- G. Look the ball into the tuck and protect it with two hands.**

**** Show the official you've made a legal catch by showing him the football on all catches that you have to go to the ground to get.**

ROUTE RUNNING

1. GET OFF/RELEASE

- A. Start with a great stance.**
- B. GET OFF ON THE SNAP OF THE BALL!**
- C. Explode off the ball if coverage is soft, with no false steps, getting into full stride as soon as possible.**
- D. Eat the DB's cushion and get him out of his back pedal.**

E. Versus pressed coverage, we must work our releases to get off clean, we CANNOT get held up at the line of scrimmage.

2. CENTER OF GRAVITY

A. At break point, you must widen your base and sink your hips, lowering your center of gravity so you can change direction. If your base is too narrow, your body will work outside of its frame causing you to lose your balance.

3. BODY POSITION

A. Drive your head at the defender and fire your hands to get your pads out over your feet and to give the defender the feeling that you are pushing deep.

B. Make sure your body weight is centered over your feet. WIDE RECEIVERS FALL DOWN IN ROUTES BECAUSE EITHER THEIR FEET ARE TOO CLOSE TOGETHER OR THEY ARE LEANING BACK ON THEIR HEELS, CAUSING THEM TO SLIP!

4. SEPERATE

A. Getting in and out of your break clean is the key to getting separation.

B. The shortest distance between two points is a straight line, therefore we always want to make sharp cuts and run straight lines.

C. ACCELERATE OUT OF YOUR BREAK TO REMOVE YOURSELF FROM THE DEFENDER!!

5. RUN THROUGH THE FOOTBALL

- A. When the ball is in the air you must run through the point where your route intersects the flight of the ball.**
- B. Always confidently ATTACK the ball with your hands.**
- C. Never wait for the ball to come to you.**
- D. When the ball is in the air it is OURS, not a free ball. Go get it aggressively – if we don't catch it, no one does.**

FUNDAMENTALS OF BLOCKING

To be a complete receiver, it is important that you are productive on all plays, both run and pass. Not every play called is a pass, so receivers must understand and attack their run blocking fundamentals as intensely as they do their pass routes. Our receivers are an extension of our offensive line in the run game and the execution of blocking responsibilities and techniques is critical to the success of every run play.

Our goals in the run game are simple:

- 1. Got men – Finish the play between your man and the ball.**
- 2. Knock Downs – Get your man on the ground by utilizing the cut block technique or by being more physical and out efforting him.**
- 3. Physical domination – We want to physically dominate our men on every snap. The harder you work in the run game, the easier things will open up in the pass game.**

TYPES OF BLOCKS

- 1. STALK BLOCK**
- 2. CUT BLOCK**
- 3. COMBINATION STALK/CUT**
- 4. CRACK BLOCK**

1. THE STALK BLOCK

- A. When stalk blocking, you break down and block a man nose-to-nose, moving your feet to mirror him and stay between him and the ball carrier. You choose to stalk a man who is not playing aggressively or is protecting his legs so as not to get cut.**
- B. Depending on where the ball is being run, you will choose a point of aim on the defender that puts you in the best position to do this. Usually his outside or inside number.**
- C. Run to your man full speed and break down 2 yards from him and make him come through you to get to the ball.**
- D. As you approach him, start to lower your pad level so you are in a good football position when you break down.**
- E. React to the DBs movement by mirroring, when he charges, stay in a football position and collision him, keeping your eyes on the point of attack.**
- F. Hands must be active and INSIDE, do not let him grab you.**

- G. Work to stay square with the line of scrimmage.**
When you turn to a particular side, you're deciding for the back which way he can go, let him make that decision, he has a better view than you do!
- H. Keep your feet active and slide with short steps (just like playing defense in basketball).**
- I. Aggressively punch with your hands, but KEEP YOUR HEAD AND SHOULDERS BACK, so you don't get over extended and "OLE'd".**
- J. FINISH!!! Don't be satisfied with simply mirroring him. Knock him down or drive him out of the film frame.**
- K. DRILLS – Slide Mirror Dodge, Leverage, P.O.A. – inside and outside zone drill, 2 Man Sled – leverage and pad level work, Live Perimeter Drill vs DBs.**

2. THE CUT BLOCK

- A. A cut block is when you dip and accelerate through the defender's legs, knocking him to the ground.**
You want to use this technique when your man is running tall and not protecting his legs or when he is playing aggressively or out of control – just trying to run you over. It is important that you know when you use this technique and if you learn to read the defender's body position, you will become very successful at this kind of block.
- B. Read the defender as you approach him.**
- C. If he's playing "heavy", dip your upper body and accelerate.**

- D. Aim your helmet just above his knee on the bottom 1/3 of his thigh, keeping your eyes up so you can adjust as he moves.**
- E. Keep your feet moving, run through the block.**
- F. Throw the fist on your near arm through the crotch of the defender.**
- G. Twist and rotate your body through the legs of the defender.**
- H. Hit the ground and continue to roll through his legs to finish the block, using your momentum to pop yourself back up.**
- I. Drills – 3 Man Monkey Rolls, Cutting square, stand-up bags, Work Live vs DBs.**

3. THE COMBINATION STALK/CUT

- A. The stalk, stalk, cut-late technique is great to use when you block a man for an extended period of time. If you are stalking a man and then he really tries to pressure you late and run to the ball, separate yourself from him and dip-and-cut him. This technique works well on long developing plays such as stretch, draws and reverses. It is also a very good technique to use on screens because it is important not to make your block too early, but as the ball breaks downfield.**
- B. Use all the techniques of the stalk block and as you feel the defender trying to pressure toward the ball, separate from him, dip and accelerate through his legs and cut him to the ground.**

4. THE CRACK BLOCK

- A. The crack block is an above the waist, outside-in perimeter block on a linebacker or strong safety that we use to run the ball off-tackle or outside. It must be clean and decisive, making a clean alley for the back to run the football. This block must be attacked with aggression and without an ounce of hesitation. It is a great opportunity for a wideout to get a big hit. If the defender isn't looking, try to take him out! He would do the same to you if you hung up for a ball in the air! If he does see you coming, you must play with great leverage and get your pads under his, not allowing him to cross your face.**
- B. Take a flat angle to the defender, you cannot get beat underneath.**
- C. Pads down, in a great football position.**
- D. Collision him with pads with your head in front. You must go full speed and dig him out if he's in traffic.**
- E. If he doesn't see you, uncoil your body into him and take him out!**
- F. If he does see you, make sure to keep your pads down and get pad under pad.**
- G. Keep a square, flat blocking surface.**
- H. Anticipate him trying to work through your upfield shoulder and slide, collision and always keep your head between your man and the ball.**
- L. This block must be made ABOVE THE WAIST to be legal.**

