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VHS VIDEO TAPE AVAILABLE FOR IMMEDIATE PURCHASE

MAKING SPECIAL TEAMS SPECIAL BY BILL WILLIAMS • FCPGA NATIONAL CONSULTANT TO HIGH SCHOOL, COLLEGIATE AND NFL COACHES

- SUBJECT MATTER:** CREATIVE AND INNOVATIVE “STIMULUS” RESPONSE TEACHING—COACHING CONCEPTS AND “ATTENTION GETTERS” TO ENHANCE SPECIAL TEAMS MEETINGS THAT UPGRADE SPECIAL TEAMS’ PLAYER PERFORMANCE.
- CONTENT SPECIFICS:** BILL’S TAPE GIVES SPECIAL TEAMS COACHES A VAST ARRAY OF IDEAS ON HOW TO USE “MULTI-MEDIA TEACHING TOOLS”. INCLUDES THE USE OF NON-FOOTBALL OVERHEAD TRANSPARENCIES AND NON-FOOTBALL VIDEO CLIPS TO ACCENTUATE SPECIAL TEAMS PLAY.
- CONTROLLING PURPOSE:** TO STIMULATE YOUR THOUGHT PROCESS ON DEVELOPING “ATTENTION GETTERS” TO MAKE YOUR SPECIAL TEAMS MEETINGS INCREDIBLY “CUTTING EDGE”.
- IMPACT:** BILL’S PRESENTATION WAS VIDEOTAPED LIVE AT THE FOOTBALL COACHES PROFESSIONAL GROWTH ASSOCIATION’S 33RD CLINIC IN SAN DIEGO, CALIFORNIA. THE CRITICAL ISSUE IS TO LISTEN TO THE RESPONSES OF THE COACHES IN THE AUDIENCE—YOUR PLAYERS RESPONSE WILL BE IDENTICAL!

► WHAT OTHERS HAVE TO SAY ◀

BRUCE DEHAVEN, SPECIAL TEAMS COACH, DALLAS COWBOYS: “SINCE 1996, BILL HAS BEEN MY PRIMARY RESOURCE FOR SPECIAL TEAMS TECHNIQUES AND DRILLS. HIS CONCEPTS ON UPGRADING SPECIAL TEAMS MEETINGS REALLY STIMULATE MY THOUGHT PROCESS.”

BOBBY APRIL, SPECIAL TEAMS COACH, BUFFALO BILLS: “SPENDING TIME WITH BILL OPENED MY EYES IN HOW TO GET MY POINTS ACROSS USING NON-FOOTBALL VISUAL AIDS TO MY PLAYERS. HIS CONCEPTS REALLY STIMULATED ME TO COME UP WITH IDEAS OF MY OWN.”

DAVE ARNOLD, SPECIAL TEAMS COACH, COLORADO STATE UNIVERSITY (FORMER SPECIAL TEAMS COACH IN THE NFL): “AFTER SPENDING TWO AND A HALF DAYS WITH BILL LAST YEAR, I TELL EVERYONE I CAN OF HOW YOU OWE IT TO YOURSELF TO SPEND TIME WITH HIM.”

MARK TOMMERDAHL, SPECIAL TEAMS COACH, TEXAS A&M UNIVERSITY: A VISIT WITH BILL WILLIAMS AND HIS COACHING TEAM IS TIME WELL SPENT. BILL’S ATTENTION TO DETAIL, ENTHUSIASM AND PASSION FOR THE KICKING GAME WILL BENEFIT ANY COACH WHO MAKES THE TRIP TO SAN DIEGO OR BRINGS BILL TO THEIR FACILITY.”

EDDIE GRAU, SPECIAL TEAMS COACH—OFFENSIVE BACKFIELD COACH, AUBURN UNIVERSITY: “I’M A BETTER FOOTBALL COACH AFTER SPENDING A FEW DAYS WITH BILL WILLIAMS.”

HOMER SMITH, HOMER SMITH ENTERPRISES: “BILL IS AN IMPACT PLAYER ON THE NATIONAL FOOTBALL SCENE.”



HOW TO PURCHASE YOUR TAPE

COST: \$90 (INCLUDES POSTAGE AND HANDLING) BY CHECK OR MONEY ORDER. ANY PURCHASE ORDERS MUST BE ACCOMPANIED BY A CHECK.

MAIL THE \$90, CHECK PAYABLE TO “BILL WILLIAMS SPECIAL TEAMS TAPE” TO:

**BILL WILLIAMS—FCPGA
SPECIAL TEAMS TAPE
13868 OLIVE MILL WAY
POWAY, CA 92064**

****ENCLOSE YOUR NAME AND RETURN MAILING ADDRESS**
(ALLOW 2 WEEKS FOR DELIVERY)**