EndZoneIntel

SALES REP PLAYBOOK

Hey Nick and Coleman! Quick notes from the marketing side to help you get set up, plus the full X outreach game plan.

The Game Plan

Find athlete → engage → personalized message → claim free profile → EndZoneIntel nurture → paid conversion

The goal is a legitimate interaction that gets the right athlete to take the easiest first step: claiming their free profile through your link.

Your Personal Links

Nick: **fit.endzoneintel.com/nick**
Coleman: **fit.endzoneintel.com/coleman**

When an athlete or family signs up through your link, the system automatically connects them to you, so you receive a notification and the follow-up lands with you. This only works through your personalized link, so that's the one to share. Every message you send should use YOUR link wherever you see [LINK] in this playbook.

Using GoHighLevel / LeadConnector App

When someone signs up through your link, they're assigned to you automatically and you get pinged. For that to work:

1. Download the LeadConnector app (App Store or Google Play) and log in using your EndZoneIntel user email. Tap Forgot Password on the login screen and set your own password.
2. Tap Allow when your phone asks for notification permission.
3. On a computer, use the same login, go to Settings, then My Profile, scroll to Notifications, and turn everything on for contacts and conversations: In-app, Email, and Push.
4. Reply to leads from the LeadConnector app so the conversation stays connected to you. Nurture emails already send from your @endzoneintel.com address, so replies land with you.

Creative Assets

Download logos, graphics, videos and more. As we add creatives, they will all live on the hub, including the standard X header and the pinned-post video:

echocreativestudio.com/endzoneintel/hub

Setting Up Your X Profile

Your account should clearly identify your relationship with EndZoneIntel while still looking like a real person, not a corporate account.

1. Profile photo: a professional photo of YOU, not the EndZoneIntel logo.
2. Header: use the standard EndZoneIntel header from the hub.
3. Bio: use your own words. Two starting points:

> *Recruiting Representative @TheEndZoneIntel | Helping HS football athletes better understand where they fit at the college level | Claim your free profile ↓*
>
> *EndZoneIntel Recruiting Rep | Helping HS football players navigate recruiting with better data | Build your free profile ↓*

4. Website field: your personal link.
5. Pinned post: pin the post below with the video from the hub and YOUR link.

> *High school football players: Stop guessing where you fit at the college level. EndZoneIntel uses your position, size, athletic measurables, film and recruiting data to help you better understand your college football opportunities. Start by claiming your FREE athlete profile: [LINK] @TheEndZoneIntel*

Who to Target

Primarily Classes 2027 to 2030. Younger athletes are especially valuable because the Projection product can show them where they could get with improvement. Look for athletes who are:

- Posting HUDL or highlight film
- Posting game clips and stats
- Posting combine or camp results
- Posting 40 times or other measurables
- Receiving first offers
- Announcing visits or camp invitations
- Looking for recruiting exposure
- Tagging college coaches
- Younger athletes with legitimate potential who aren’t heavily recruited yet
- Parents actively posting about their son’s recruiting journey

How to Engage

1. Do not immediately send a link. Follow the athlete first.
2. Look at his profile. Know his name, graduation year, position and what he recently posted.
3. Like or comment on something legitimate when appropriate.
4. Then DM or reply. Your first sentence should make it obvious you actually looked at the athlete.

Bad:

> *"Hey athlete, check out EndZoneIntel and create your free profile."*

Better:

> *"Gavyn — saw you're a 2028 TE at Moorestown and checked out some of your film. Have you claimed your EndZoneIntel profile yet?"*

Then introduce the free profile.

Message Library

Rotate and personalize these. Never paste the same message under dozens of posts. Swap [LINK] for your personal link.

Highlight / film

> *"Just watched some of your film. Have you claimed your free EndZoneIntel profile yet? We built it to help athletes better understand where they fit at the college level based on position, size, athletic data and other recruiting information. It's free to get started: [LINK]"*
>
> *"That tape is worth more with context. Claim your free EndZoneIntel profile, add your film and measurables, and see how your numbers stack up at the college level: [LINK]"*
>
> *"Good film. Where it gets interesting is matching it with your measurables. EndZoneIntel does exactly that, and the profile is free: [LINK]"*

New offer

> *"Congrats on the offer! That's a big one. You should claim your free EndZoneIntel profile. You can start building out your recruiting information and continue updating your measurables, film and offers as you develop. [LINK]"*
>
> *"First offer is a milestone. Smart move now is organizing everything so the next ones have context. Free EndZoneIntel profile here: [LINK]"*

Underclassman

> *"You've got a lot of time before your recruiting really takes off, which is exactly why I'd start tracking everything now. Claim your free EndZoneIntel profile and start building your recruiting data in one place: [LINK]"*

> *"2029s who establish a baseline now have a huge edge later. EndZoneIntel's free profile tracks your growth year over year, and our Projection product shows where you could land with improvement: [LINK]"*

Combine / testing

> *"Saw the numbers you posted. You should plug those into a free EndZoneIntel profile. We're building recruiting intelligence around measurables, position, size and other athlete data to help players better understand where they fit. [LINK]"*
>
> *"Those are real numbers. Want to see what they mean at the college level? Put them into a free EndZoneIntel profile and find out: [LINK]"*

Looking for exposure

> *"Saw your post. One thing I'd recommend is getting all your recruiting information organized in one place. EndZoneIntel lets you claim a free athlete profile and add your film, measurables and recruiting information. [LINK]"*
>
> *"Exposure matters, but coaches also want clean data. A free EndZoneIntel profile puts your film, measurables and info in one organized place: [LINK]"*

Parent

> *"If you're trying to navigate recruiting with your son, take a look at EndZoneIntel. He can claim a free profile and start building out his film, measurables and recruiting information. We created it to give families more data and direction during the recruiting process. [LINK]"*
>
> *"Recruiting is overwhelming for most families because nobody gives you a straight answer on fit. That's what we built EndZoneIntel to do. The athlete profile is free to start: [LINK]"*

General

> *"Have you claimed your free EndZoneIntel profile yet? Would be interesting to see where your current numbers put you: [LINK]"*
>
> *"Not a pitch, just a tool worth having: a free EndZoneIntel profile keeps your film, measurables and recruiting info in one place and shows you where you fit. [LINK]"*

Public Replies and Engagement

Not every interaction is an advertisement. Create curiosity instead of constantly pitching:

> *"Big-time play. Congrats."*
>
> *"Great number for a 2029. Keep building."*
>
> *"Congrats! First offer is always a big one."*

Then, when appropriate:

> *"Make sure you add this to your EndZoneIntel profile."*

> *"Have you claimed your free EndZoneIntel profile yet? Would be interesting to see where your current numbers put you."*

Calls to Action

Mix these so every message doesn't look copied:

- "Claim your free profile here: [LINK]"
- "Build yours here, it's free: [LINK]"
- "Check it out and claim your profile: [LINK]"
- "Put your numbers in and see what you think: [LINK]"
- "Start building your recruiting profile here: [LINK]"
- "I'd be interested to see where your current numbers put you: [LINK]"

What to Post

1. An intro post, great one to pin. Use your own voice. Open with the questions every athlete and parent is quietly asking: "Am I good enough?" "Where can I actually play?" Then, in your own words, that you work with EndZoneIntel to get families a real answer, and drop your link.
2. Honest-take posts: something you see families get wrong or stress over in recruiting, and what you tell them.
3. Quote-post EndZoneIntel content and add your own perspective instead of plain reposting. Examples:

> *"One of the biggest mistakes I see families make is waiting until junior year to start understanding where an athlete realistically fits."*
>
> *"This is why verified testing matters. A hand-timed 40 and a laser 40 aren't the same thing when evaluating an athlete."*
>
> *"2028 and 2029 athletes: now is the time to establish your baseline. You don't need to be a finished product. You need to know where you are and what needs to improve."*

4. Keep your normal football and personal content. That's why people follow you. Don't let the account become 100% EndZoneIntel ads.
5. Give us feedback on posts we can make to help your reach. We are open to any and all suggestions.

Searches That Find Athletes

Try these on X, and tell us which ones produce so we can keep building the list:

- "Blessed to receive"
- "Junior season highlights" / "Sophomore highlights" / "Freshman highlights"
- "2028 football" / "2029 football" / "2030 football"

- "HUDL" + position
- "camp invite"
- "unofficial visit"
- "40 time" / "laser 40" / "new PR"

Daily Rhythm

- 25 to 30 targeted athletes identified
- 15 to 20 personalized DMs or replies
- 5 to 10 genuine engagements with athlete posts

What NOT to Do

- Never promise scholarships, offers or college coach exposure
- Don’t tell an athlete he is "definitely D1"
- Don’t pretend to be a college scout or college coach
- Don’t criticize other recruiting services
- Don’t paste the same promotional reply under dozens of posts
- Don’t push the paid product in a cold DM. The free profile is the ask
- Always clearly identify yourself as being with EndZoneIntel

After the Claim: What Happens Automatically

1. The athlete is assigned to you and tagged with your name.
2. You get an instant email and push notification with their info.
3. They enter the nurture sequence: emails and texts that move them toward completing their profile and the upgrading to a paid plan.
4. Those emails send from YOUR @endzoneintel.com address, so when they reply, it comes to you. For optimal tracking your leads communicate via the LeadConnector app.

Questions, graphics, or anything you need to attach to a post: ask Bethany, happy to send it over.

HELPING ATHLETES FIND THEIR FIT.