

### Myth #1:

Athletes can get faster by improving sprint mechanics and speed drills...

Let's face it - **athletes today are plain-old weak!**

More often than not, parents walk into my gym and demand that I teach their son or daughter to get faster. This is all well and good, but when I simply ask Junior (who is 6'1 - 205lbs) to perform a bodyweight squat and he can't do it without rounding his low back and keeping his chest up - I have to tell mom that it can't be done! *The foundation for football training and all sports movements - including sprinting, is a solid, unshakeable foundation of STRENGTH (and flexibility).* Not only must you be strong enough to move your own bodyweight, you've got to be able to do it with other athletes leaching themselves at you... *and* you had better be able to do it quickly!

Also, **Relative Body Strength is the single most important quality to develop for increased power and speed.** What this means in a nut shell is that the athlete that can move his own bodyweight with the greatest ease will generally be the faster athlete.

**Teaching sprint technique drills speed drills to a weak athlete - is a waste of time!**

As far as technique is concerned.. think about this. If you are a running back carrying the ball towards the end zone with 12, 200+ lb. behemoths trying to rip your head off, are you thinking:

A) Keep my elbows "tight" and hands loose.

B) Reach with my heel forwards and pull back against the turf.

C) Grunt!... Ugh, \*pant\* \*pant\*... arggg! CRASH!!!

"Get stronger, and the rest will follow!" - This doesn't mean that we don't speed train, it simply means that we begin with the *foundations* of speed and build from there.

### Myth #2:

It is important to build an aerobic base of conditioning before intense weight training.

Aerobic training for an anaerobic sport makes as much sense as playing the piano to become a better singer. This is an "apples and oranges" situation. Unfortunately, regardless of all the literature suggesting that running **a mile or even a 300 yard shuttle, for that matter - has very little impact** on a football players ability to perform his sport, many coaches still include these events in their football training program and even test their athletes with them.

**Football is an anaerobic sport and must be trained as such.** If this weren't the case, then Lance Armstrong would be trying out for the Atlanta Falcons next season.

A more productive alternative to jogging or cycling a couple of miles would be to perform multiple **anaerobic activities with short rest intervals** over a prolonged period of time. For example, performing a GPP (general physical preparedness) workout that consists of bodyweight calisthenics (jumping jacks, bodyweight squats, squat thrusts, etc.), movement skills (power skipping, side shuffling, back pedaling, etc.) and mobility drills, is far superior to linear, slow, long-distance running.

By performing exercises that challenge an athlete's relative body strength, balance and coordination in a continuous fashion, **we're able to improve their endurance without the loss in muscle mass**, and speed that's associated with the slow distance method. In fact with my football training program it is not unusual to have athletes *gain 20-30 lbs of mass and have improved endurance!!*

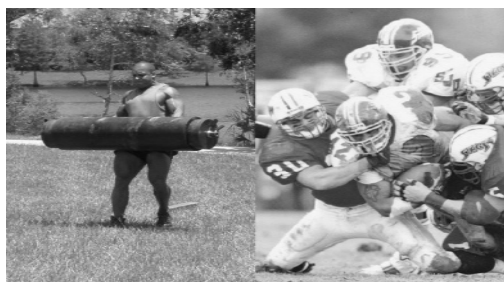
### Myth #3:

"Functional Training" with physio balls, rubber bands and wobble boards will make your athletes stronger.

I don't know about you, but I would like to coach a team of STRONG, Massive and Explosive athletes. The bottom line is that this is only achievable when they are lifting heavy weights, eating a ton of food and sprinting / jumping often.

**Athletes can not get STRONG, Massive and Explosive using what has been termed as "Functional Training."**

*\*\*\*Please don't make the same mistake that I did, and waste your time and money learning training systems that are suited for old ladies and circus performers.* There are many savvy marketers out there disguised as "Strength Coaches" that are tricking coaches and athletes into believing that their techniques will prevent injuries and produce results - this is simply untrue. Also, several of them have fancy tools, toys and machines for sale... remember that I received a college scholarship by training with a few weight plates and 1 barbell in my parents basement. So-called "functional training" has it's place - but is isn't your weight room.



## The Ultimate Football Speed, Strength & Conditioning Program

The Icon Performance Center possesses the most experienced training staff ever assembled in the state of Alabama. Our Center offers under one roof, the best strength, conditioning and speed professionals from every level of sport, with extensive experience in high school, collegiate, and professional athletics.

# "Are You Ready For The *ONLY* Football Speed, Strength & Conditioning Training Program That Guarantees Athletes Will Gain Serious Mass, Strength & Speed?"

**How much could you or your athletes benefit from a strength & conditioning program that gives you a step-by-step football training blueprint for developing superior strength and speed?**

**The team with the strongest & fastest athletes wins!**

## **MASTER TRAINER:**

**Jeff Green MS, CSCS, CES, PES, USAW, USATF**  
Exercise Physiologist

Certified Strength and Conditioning Specialist

USA Weightlifting Coach

USA Track & Field Level 1 Coach

Clinical Exercise Specialist

Performance Enhancement Specialist

National Strength & Conditioning Association Alabama

State Chairman

American College of Sports Medicine Member

State & National Champion Powerlifter

## **10 Reasons Why You Should Be Training With Us.**

1. **Experience.** The main core of head trainers at our facility represents over 45 years of training experience ranging from the junior high to the pro level. There is not a facility in Alabama and only a handful in the southeast that can truthfully make that statement. Training experience and wisdom is what will make the difference in the athlete wasting his/her time.

2. **Dedication.** You will never find a team more dedicated to your athlete that at Icon Performance. All the little extras that any particular athlete needs will be the norm here at Icon Performance. No athlete will be left behind on any aspect of the program! So, if a little extra tutoring on the side or a trainer making a house call in order to address training or dietary questions is needed, consider it done. No one can match our unwavering commitment to our athletes, no matter what age, sport or level of experience.

3. **Program design is an Art as well as a Science.** At Icon Performance, we pour all of our years of training experience into our scientifically designed, cutting-edge training and dietary programs. But only our connection with your athlete will enable us to customize that routine into something that is completely individualized for that particular athlete.

4. **Degreed & Certified Coaches & Trainers.** At Icon Performance we only select the best of the best when it comes to our coaching staff. We require our coaches to have a minimum of a Bachelor's degree in Exercise Science or a related field and current certifications in Performance Enhancement as well as CPR and First Aid.

5. **Proven Track Record.** We have had numerous athletes come through our doors and then feel equipped to dominate in Division I, Division II, and Junior Colleges playing a number of diverse sports, including the NFL. We have had a number of professional athletes from the NFL, NFL Europe, NBA Europe, Arena 1, Arena 2, and Urban Football League, Major League Baseball Farm Teams to train post-rehab, off-season, developmental prior to reporting to training camp. We have worked with collegiate athletes who are training for the NFL Combines or their debut at a number of NFL Pro-Days held at numerous colleges across America. But even more so, if your dedicated and disciplined athlete is not first string, then let us give him or her the weapons necessary in order to get to that starting spot on the team!

6. **We train in small, semi-private group settings for maximum personal attention.** One-on-One training is a great training atmosphere for athletes but not always feasible. Small groups are very beneficial for many reasons, such as competitive dynamics, other experienced athletes to train with who are familiar with our program, and cost benefits. Individual attention is still retained and the integrity of the athlete's training program is maintained.

7. **Continually evolving programs to keep up with cutting edge methods and the ever-progressing athlete.** We are in constant contact with trainers, coaches, nutritionists, and researchers from all over the United States and abroad to bring you the most recent training and dietary information that is available.

8. **Test for Success.** Whether it is a simple pull up test or a video analysis of a 40-yard dash, we at Icon Performance, test and re-test our athletes to make sure the "weak links in the chain" are properly being addressed. This will allow us to not only recognize early what athletic component might be lagging but will give us precise feedback in order to tweak the athlete's training program to send the athlete soaring in the right direction.

9. **Best equipped facility for training ATHLETES in Alabama.** No one in Alabama has a facility with state-of-the-art equipment and "cutting-edge" knowledge to effectively guide the athlete. All of our equipment is geared to maximize the athlete's potential.

10. **This is NOT a baby-sitting service.** No one can match our training intensity and atmosphere. When one walks into the Icon Performance Center, one can feel the energy that penetrates the facility. The equipment, the pictures of past athletes that have trained here, the music, everything is geared toward motivating the athlete to focus and reach new levels of training intensity.



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