

FOOTBALL BUSINESS OWNERS

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THE FREE GUIDE ON

# WHAT SPECIFIC CONTENT TO POST

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You've seen the plan. Two channels, fifteen posts a week. This is what goes in every single one of those slots.

## JOHN LEITCH

The plan I ran at my own academy — 350 players a week across six venues in Aberdeenshire, then sold it.



# FIFTEEN SLOTS. THAT'S THE WHOLE JOB.

The plan gives you a shape. Most owners nod at the shape and then still sit there on a Sunday night with nothing to post. So forget strategy for a minute — here is your week as fifteen slots, and the rest of this guide fills every one of them.

## INSTAGRAM · 10 SLOTS

2× Carousels → p.3

3× Reels → p.4

5× Stories → p.5

Job: showcase your work. Instagram is where people decide they like you.

## FACEBOOK · 5 SLOTS

1× Human post → p.6

2× Reels → p.7

2× CTAs → p.8

Job: get the booking. Facebook is where the parent with the card actually is.

## AND THE ONE FROM THE PLAN PEOPLE IGNORE

Don't bother with TikTok unless you want views from people who are never going to buy. Your customer lives within fifteen minutes of your venue. Reach outside that is a vanity number.

## THE ORDER EVERYTHING HAPPENS IN

| STAGE | WHAT THEY DO     | WHAT HAS TO BE TRUE FOR THEM TO DO IT                                    |
|-------|------------------|--------------------------------------------------------------------------|
| Know  | See your content | You post consistently enough that they've seen you three or four times   |
| Like  | View your page   | What they saw looked like somewhere their child would be happy           |
| Trust | Book             | There's an obvious button, and something specific to book onto this week |

Every slot in this guide is doing one of those three jobs. If you can't say which one a post is doing, don't post it.

## THE TWO-MINUTE SETUP BEFORE ANY OF THIS WORKS

Link in bio pointing at a **book now** or **register here** page — not a WhatsApp number. WhatsApp isn't a system, it's you doing admin at 10pm. If they have to message you to find out a time and a price, most won't.

## WHO YOU'RE ACTUALLY POSTING FOR

Nearly every academy posts for the player. Highlight clips, top-corner finishes, session drills. Those get likes from other coaches and from the lads already in your sessions.

The person who pays is a parent who cannot tell a good session from a bad one. She genuinely can't. What she can tell is whether the kids look happy, whether the coach knew her child's name, whether it looked organised, and whether the other parents look like her.



THIS IS WHAT A PARENT IS BUYING. THE FOOTBALL IS WHAT THE CHILD GETS.

### THE TEST FOR EVERY POST IN THIS GUIDE

Would a parent who's never heard of you be one notch more comfortable handing you their child after seeing this?

No? Then it's a post for you, not for them.

## FOUR THINGS THAT GO IN EVERY CAPTION

1. **The age group.** "Our U8s" beats "our players." Parents scan for their child's age and scroll past everything else.
2. **The venue or town.** Every post. Someone three miles away needs to know you're theirs.
3. **One thing to do next.** Comment a word, tap the link, come Thursday. One, not three.
4. **A first line that isn't a warm-up.** No "Great session tonight!" Start where the interest is.

### DEAD FIRST LINES

- "Great session tonight with the U9s 🍌"
- "Another brilliant week at [Academy]"
- "Spaces available, DM to book"
- "Happy Friday everyone!"

### LINES THAT STOP A PARENT

- "He didn't let go of her leg for two weeks."
- "A parent asked me this on Saturday."
- "It's only 30 minutes. Here's why that's the point."
- "We turned a family away last week."

You'll notice none of the good ones mention football. That's deliberate. The football is what they get; the reassurance is what they're buying.

## THE TWO CAROUSELS

Carousels are where you handle the thing a parent is quietly worried about. One objection per carousel, five to seven slides, big text, one idea a slide.

### THE STRUCTURE THAT WORKS EVERY TIME

|           |                                                         |
|-----------|---------------------------------------------------------|
| Slide 1   | The objection, in their words, in quote marks           |
| Slide 2   | "You're not wrong to think that." Agree with them first |
| Slide 3-4 | What actually happens / what you do instead             |
| Slide 5   | The proof — a number, a photo, a parent's words         |
| Slide 6   | One instruction. Where to book, when it runs            |

### WORKED EXAMPLE · "IT'S ONLY 30 MINUTES"

1. "It's only 30 minutes though..."
2. Fair. It sounds short. I'd have thought the same.
3. A five-year-old's focus lasts about twenty. Everything past that is queuing and cones.
4. So we don't fill an hour. We use thirty minutes with [X] kids per coach and they get more touches than they would in ninety.
5. They leave wanting more. That's the whole trick — you want them asking to come back, not glad it's over.
6. [Age group], [day], [venue]. First one's free. Link in bio.

### TWELVE MORE, READY TO BUILD

- "He's too shy for a football club"
- "She's never played before"
- "Is four too young to start?"
- "What if he doesn't like it?"
- "We already do too many clubs"
- "It's more expensive than the council one"
- "Will she be the only girl?"
- "He's not very good"
- "What do they actually do for 30 minutes?"
- "Do we need to buy kit?"
- "What happens if it rains?"
- "He already plays for a club on Sundays"

### MAKING THEM FAST

Build one carousel template in Canva. Same background, same text position, swap the words. A carousel should take you eight minutes, not an evening. The words are what work — nobody has ever joined an academy because of a gradient.

## THE THREE REELS

This is the showcase-your-work slot. Not highlights — evidence. Three different jobs, one each per week.

### REEL 1 · THE SESSION, AS IT IS

15–25 seconds of what actually happens. No music over the top of everything, no captions explaining the drill. Coach on one knee, kids moving, someone laughing.

**Caption formula:** what the session was working on, in a sentence a parent understands + age group + venue + one instruction.

"Tonight was about first touch under pressure — which in U9 language means 'don't panic when someone's near you.' Thursdays, [venue], U8–U10. Link in bio for a free one."



### REEL 2 · THE MOMENT

A goal and the celebration after it. A kid who couldn't do a thing four weeks ago doing it. First session nerves turning into a smile. Film the face, not the finish — the reaction is the content.

**Caption formula:** tell the story of the child in three lines, first names only, then where and when.

"[Name] joined in [month]. First two weeks he wouldn't leave his mum. Tonight he scored and ran the full length with his arms out. Ten weeks. That's it."

### REEL 3 · YOU, TALKING

Face to camera, 30–60 seconds, one question answered properly. This is the reel most owners skip and it's the one that gets you booked, because it's the only slot where they meet you before they meet you.

**Ten to answer:** what age to start · what to do when they want to quit · what to say in the car home · how many kids per coach and why · what you look for in a coach · why you cap your groups · what to look for in any club, not just yours · your own worst coaching memory as a kid · what "development" means at U7 · should you push a talented child.

### RULES THAT KEEP IT TO TEN MINUTES A WEEK

- Vertical, phone, no edit beyond a trim.
- First second is movement or a face. Never a logo.
- Give the phone to a parent or assistant — never film while you're the one coaching.
- If it took more than one take, post the first take.

## THE FIVE STORIES

Quick footage, links for classes, behind the scenes. Five a day, thirty seconds of effort each, no editing. Stories are where a warm parent decides to actually tap through — they're not filler.

| # | SLOT              | WHAT IT IS                                                                                                                                         |
|---|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Setup             | Cones out, empty pitch, van doors open. Posted before anyone arrives. Reads as organised.                                                          |
| 2 | Quick footage     | Ten seconds mid-session. Raw. Kids moving. No caption needed beyond the age group.                                                                 |
| 3 | Behind the scenes | You doing the unglamorous bit — pumping balls, the drive, the coaches' chat before kickoff, the kit wash.                                          |
| 4 | Ask something     | Poll or question box. "Which night suits you better?" "What age is your child?" Answers tell you what to build and open a DM without you pitching. |
| 5 | Link for classes  | The booking link. Every single day. Same sticker, same place. This is the one people forget and it's the only one that produces money.             |

### THE WHOLE POINT OF SLOT 5

Someone who watched your last eleven stories and never saw a link cannot book. They are not going to search for you. Post the link daily even when it feels repetitive — most of your audience sees roughly one story in five.



### STORY IDEAS WHEN THE SESSION ISN'T ON

- Screenshot of a parent's message (with permission)
- Countdown sticker to a camp opening
- This week's timetable as a plain graphic
- "X spaces left in the Thursday U9s"
- A coach answering one question to camera
- Repost anything a parent tags you in
- Weather call: "still on tonight, wrap up"
- A photo from three years ago vs now

Save the best ones to a Highlight: **Timetable** · **Venues** · **Camps** · **Parents** · **Book**. That's the first thing a new parent taps and most academies have nothing there.

## THE HUMAN POST

Celebrate a staff member or a player. One a week. No ask attached — the moment you bolt a CTA onto it, it stops working.



### FOUR LINES, THAT'S ALL IT IS

**Name them** — first name and what they do. **One specific thing** — not "works hard," the actual thing they did this week. **Why it matters** — what it means for the kids or the parents. **Thank them** — publicly, by name, and stop there.

### STAFF VERSION

**[Coach name]** has taken our Wednesday U7s since [month].

Last week a lad turned up who wouldn't go on the pitch. [Name] didn't drag him on or make a thing of it — sat on the grass with him for ten minutes, then had him passing at the side. By the end he was in the game.

You can teach someone a session plan. You can't teach that.

Lucky to have him. 🍌

### PLAYER VERSION

**[First name]**, U9s at [venue].

Joined in [month] and spent the first three weeks on the edge of everything. Wouldn't shout, wouldn't ask for the ball.

Last night he organised his own team before a game. Told two lads where to stand. Nine years old.

The football's the easy bit. This is the part we're actually here for.

### TWO THINGS THIS QUIETLY DOES

- Your staff see themselves named publicly — worth more than most things you could spend the money on.
- Every parent reading it pictures their own child being noticed like that. That's the sale, and you never made it.

Permission every time, first names only, never a surname alongside a venue and a session time.

## THE TWO FACEBOOK REELS

Same footage as Instagram, different job. On Instagram you're showing your work. On Facebook you're reaching a mum in your town who has never heard of you.

### WHAT CHANGES WHEN YOU CROSS-POST

|                            |                                                                                                    |
|----------------------------|----------------------------------------------------------------------------------------------------|
| Rewrite the caption        | Longer, plainer, no emoji stacks, no hashtag block. Facebook parents read; Instagram parents scan. |
| Name the town twice        | Once in the first line, once at the end. Local reach is the entire value of the platform.          |
| Ask for a comment          | Not a link. Links get throttled and read as adverts. "Comment SPACES and I'll message you."        |
| Post from your profile too | Share the page post to your personal profile. It outreaches the page every time.                   |

### WHICH TWO TO USE

- **One session reel.** Proof it's real, organised and local.
- **One talking-to-camera reel.** Answering a parent question. This is the one that travels — parents tag each other on it.

### THE BIT NOBODY DOES: LOCAL GROUPS

Your town's parent and community groups are the cheapest reach you will ever get, and almost no academy uses them properly. Not the reels — a plain written version of the talking-head answer, posted as a person, not a business.

### RULES SO YOU DON'T GET THROWN OUT

- Read the pinned rules. Most groups have an advertising day — use it and only it for anything with a price in it.
- Three helpful posts for every one that asks for something.
- Answer every "any football clubs for a 5-year-old round here?" thread within the hour — and name a competitor as well as yourself. You'll win more of those than you lose.
- Same post in five groups in the same hour gets you flagged. Change the first line, spread them across the day.

## THE TWO ASKS

A session or a camp they can book *then and there*. This is the slot that produces the money, and it's the one most academies get wrong in the same two ways: nothing specific to book onto, or nowhere to book it.

### EVERY CTA POST HAS FIVE THINGS

1. **One age group.** Not "all ages welcome." One.
2. **One venue and one day.** A parent should know in two seconds whether it's for them.
3. **A price or the word free.** Hiding the price costs you more bookings than the price does.
4. **A reason it's now.** Term start, camp date, spaces before you close the group.
5. **A button, not a conversation.** Book now or register here. Never "DM for details."

### EIGHT YOU CAN ROTATE

|                       |                                                                                                   |
|-----------------------|---------------------------------------------------------------------------------------------------|
| Free taster           | One age group, one night. First session free, no sign-up.                                         |
| Spaces before close   | Real number only. Say it once and mean it.                                                        |
| Holiday camp          | Lead on the childcare, not the football. Dates and price in the first three lines.                |
| Term start            | Runs 7–10 days ahead, not one post the night before.                                              |
| New venue demand test | "Would you come if we ran this in [town]?" Every comment is a lead and you've validated the hire. |
| Waiting list          | For a full group. Genuine scarcity sells harder than any discount.                                |
| Bring a mate          | Both families get something. Your cheapest acquisition by a distance.                             |
| One-off event         | Fun day, tournament, parent-and-child session. Low commitment entry point.                        |

### THE LINK IS THE WHOLE THING

You need a system for leads to use. A WhatsApp number isn't one — it's you doing admin at 10pm and losing the ones who messaged while you were coaching.

The link has to land on a **book now** or **register here** page that takes their details and their money without you touching it. The goal of every one of these posts is contact details and signups. Nothing else.

## WHERE THEY LAND

All fifteen slots do one job: get someone to look at your page. If the page doesn't answer four questions in two seconds, everything upstream is wasted.

### THE FOUR QUESTIONS

|                  |                                                         |
|------------------|---------------------------------------------------------|
| Who is this for? | Ages, boys and girls, ability level                     |
| Where are you?   | Every venue, by name. Not "Scotland" — the actual towns |
| What do you run? | Group sessions, 1:1s, camps — in a line each            |
| How do I book?   | One link, straight to a booking page                    |

### TWO DOING IT PROPERLY

#### JA\_FOOTBALLACADEMY

Developing confident footballers in Fife. 1:1 & group sessions. Levenmouth, Kirkcaldy, St Andrews & Glenrothes. Booking funnel in the link.

Outcome, then service, then four named towns, then a booking link. Nothing wasted.

#### THESPANISHWAYFC

Spanish methodology, taught in English. Boys & girls U4–U13, London. UEFA licensed coaches, accredited club.

A clear point of difference, exact age range, location, credibility. A parent knows in one read whether it's for them.

### FIX THESE TODAY, BEFORE YOU POST ANYTHING

- Bio line one is an outcome for the child, not your business name.
- Every venue town written out. That's how people find you.
- One link, and it goes to a booking page — not a homepage, not a contact form, not WhatsApp.
- Highlights: Timetable · Venues · Camps · Parents · Book.
- Facebook page: booking link in the button, address filled in, opening hours filled in.

Half an hour of work. It changes the return on every single post you make afterwards.

## PUTTING IT TOGETHER

## YOUR WEEK, FILLED IN

Fifteen slots, mapped onto days. Copy it exactly for four weeks before you change anything.

| DAY   | POST           | WHAT IT IS                                                                 |
|-------|----------------|----------------------------------------------------------------------------|
| Mon   | IG carousel    | One parent objection, six slides                                           |
| Mon   | FB CTA #1      | The week's bookable thing. One age group, one venue                        |
| Tue   | IG reel #1     | Session footage from last night                                            |
| Wed   | FB human post  | Coach or player. No ask                                                    |
| Wed   | FB reel #1     | Cross-post Tuesday's reel, caption rewritten, town named                   |
| Thu   | IG reel #2     | The moment — a goal, a breakthrough, a face                                |
| Thu   | —              | <b>Reply to every comment and DM.</b> This is the revenue hour, not a post |
| Fri   | IG carousel #2 | Second objection, or the timetable                                         |
| Fri   | IG reel #3     | You, to camera, answering one parent question                              |
| Sat   | FB reel #2     | Cross-post Friday's talking head. Share to your personal profile too       |
| Sun   | FB CTA #2      | Next week's session or camp. Booking link, no DMs                          |
| Daily | 5× IG stories  | Setup · footage · behind the scenes · a question · the link                |

## THE HOUR IT SHOULD TAKE

- Sunday, 25 min — build the two carousels, write the captions, schedule
- Session night, 10 min — film everything for the week in one go
- Thursday, 20 min — comments, DMs, bookings
- Daily, 2 min — stories, as you go

## WHAT TO FILM IN THAT TEN MINUTES

- Cones out / empty pitch
- Arrivals — coach greeting kids by name
- Coach on one knee with a child
- Wide of the whole group
- A goal and the reaction
- Something going wrong — a miss, laughter
- Coach to camera, 15 seconds
- The huddle at the end

Photo consent on file for every child, a do-not-film list every coach knows, first names only, and remove on request without discussion. Follow your national association's guidance — this is a floor, not a policy.

## EIGHT WEEKS IN

## HOW YOU'LL KNOW IT'S WORKING

Not followers. Not likes. Not reach. Four numbers, once a month, on one line.

| NUMBER                  | WHAT IT TELLS YOU                                            | IF IT'S LOW                                                |
|-------------------------|--------------------------------------------------------------|------------------------------------------------------------|
| Enquiries per month     | Whether the content is producing conversations at all        | More carousels, more local groups, clearer asks            |
| Enquiry → taster booked | Whether your replies work. Should be 60%+                    | Reply faster, ask a question before you send a price       |
| Taster → member         | Whether the session itself delivers. Should be 50%+          | Fix the taster, not the marketing                          |
| Monthly leavers         | Whether you're filling a leaking bucket. Under 4% is healthy | Nothing on this page will help. That's a different problem |

### READ THEM IN THAT ORDER

Low enquiries is a content problem. Enquiries but no tasters is a response problem. Tasters but no members is a delivery problem. Everything converting but flat numbers is a retention problem.

Most owners diagnose all four as a content problem and spend six months posting harder at something posting can't fix.

### LOG THIS PER POST FOR EIGHT WEEKS

| DATE | SLOT | TOPIC | COMMENTS | DMS | BOOKED |
|------|------|-------|----------|-----|--------|
|      |      |       |          |     |        |
|      |      |       |          |     |        |
|      |      |       |          |     |        |
|      |      |       |          |     |        |
|      |      |       |          |     |        |
|      |      |       |          |     |        |
|      |      |       |          |     |        |

Eight weeks of that and you'll know which two slots to protect and which to stop bothering with. Four weeks tells you nothing — the gap between a parent first seeing you and booking is usually three to six weeks.

THAT'S THE CONTENT SORTED

# CONTENT FILLS THE TOP. THE BUSINESS DECIDES THE REST.

Run this for eight weeks and you'll know something useful either way. Either the enquiries come and you've got a machine — or they come and you find out the ceiling was never your marketing. It was your pricing, your capacity, your team, or the people quietly leaving out the back.

That second one is the more useful discovery, and it's the work I do with academy owners now.

## IF YOU WANT A HAND WITH THAT PART

Message me on Instagram [@johnleitchbusinessmentor](#) — tell me which of those four numbers is your problem and I'll tell you what I'd do about it. No pitch attached.

## JOHN LEITCH

Built Play It Love It to 350 players a week across six venues in Aberdeenshire over eight years, then sold it. UEFA C · FC Barcelona Innovation Hub. Figures here are from my own academy; yours will depend on your market, pricing and delivery.

