



Why work with
Winning Edge?

Equipping your athlete with the knowledge, skill
set and tools to transform their journey as a
Quarterback and future leader in LIFE!

Guide to Quarterback Training

That Can ***Transform*** LIVES Now!



Eric Smith was born and raised in Central Michigan. He grew up as a self-described sports junkie. As a 4-sport varsity athlete in high school he achieved All-State honors in both football and basketball.

Upon graduating in 1984 he attended Bowling Green State University on a football scholarship as a Quarterback. During his career at Bowling Green, Coach Smith was a 3 time 'All-MAC Academic' performer meaning he had success both on the football field and in the classroom. Eric attributes his success in both areas to maintaining a teachable spirit and focused work ethic. He was also surrounded by great coaches including his quarterback coach, Mark Miller, a former NFL quarterback who was coached by an NFL offensive innovator – [Lindy Infante](#).

After graduating in 1988 with a degree in Business Administration, Eric began his business career which has included Financial Services, Pharmaceutical Sales and Real Estate.

During his diverse business career Eric served in many leadership roles. IN 2016, due to his passion for leadership, Eric became a certified leadership trainer with **The John Maxwell TEAM**, the #1 leadership organization in the world.

After 4 years of coaching high school football, in 2014, Eric started 'The Winning Edge Quarterback Academy' to develop athletes and winners in life. Coach Smith conducts Quarterback/Receiver Camps throughout North Carolina. He is also a private quarterback coach and serves as a leadership and peak performance coach to athletes looking for a "Winning Edge" in sports and life.

In 2019, his first book, **The Winning Edge Way – An Athlete and Coach's Guide to Becoming a 3-Dimensional Competitor** was published. This book teaches athletes from any sport how to *elevate* self, teammates and their sport. Visit www.3Dcompetitor.com

In 2017 Coach Smith launched the complete ONLINE Quarterback Training Academy <https://www.winningedgeskills.com/members>. With over 60 instructional videos covering all aspects of becoming a GREAT quarterback. This site is here where aspiring quarterbacks and coaches can go to learn ALL aspects of developing themselves as a "complete quarterback" and a leader in football and LIFE!

Coach Smith is a nationally published leadership author and a regular contributor to USA Football and American Football Monthly

See links to Coach Smith's articles on developing quarterbacks and leadership at www.winningedgeskills.com or [CLICK HERE](#)

Coach Smith can be reached at 919.414.1774

email: winningedgeqb@gmail.com twitter @winningedgeqb or Facebook: <https://www.facebook.com/winningedgeskills/>





Guide to Quarterback Training with Coach Smith

Dear prospective client,

Thank-you for inquiring about Quarterback Coaching for your son. Hopefully, you have taken some time to learn about me and my back-ground but if not, please see my bio on the first page or [visit our website](#). It's important to me that you understand who I am and agree with my philosophy before deciding about hiring me as your son's coach. I would also recommend watching this video power point on [The Makings of A Great Quarterback](#)

In short, my philosophy is to develop the *total person*, not just the *athlete*. Through my journey, I've learned that character and leadership play a pivotal role in the development of any high achieving athlete. If a person possesses the *character* required to dedicate themselves, develop the required disciplines of self-leadership, perseverance or *grit*, along with other skills required for effective recovery from adversity and failure then they will be able to reach a higher level of success than most athletes. As they develop these skills from sport, they can then apply them to their life as well. And that is my ultimate goal... to develop leaders in LIFE! That said, part of my curriculum focuses on developing character and leadership skills.

As a certified leadership trainer and coach with The John Maxwell organization, the world's leading authority on leadership, your son will receive world class leadership training that is modified to be age appropriate. (*See curriculum below for specific content*) It's my firm belief that the leadership, character and behavioral training, alone, are worth the investment that you will be making. If you take the time review some of the testimonials on our website, I believe you'll see how much parents see this in the work we do with their son.

Click here to read [testimonials](#) from both athletes and coaches that I've worked with. You can also [check out this highlight video](#) from our recent winter program in Raleigh, NC

All athletes will receive my book, **[The Winning Edge Way – An Athlete and Coach's Guide to Becoming A 3-Dimensional Competitor](#)**. By reading this and through my coaching, they will learn specific strategies for elevating *self*, *teammates* and their *sport*! They will become 3 dimensional in these critical areas.

Below is an outline of the curriculum that will be covered during phase 1 development. Two important points that I want to emphasize...

1.) You will be provided with a complete curriculum that will allow the athlete to work on their own. The skills that I teach require that the athlete invest significant amount of time *on their own* in order to maximize results. If your child does not have the drive and is not willing to commit to the work required, then I would advise you not to make the investment in them at this time.

2.) I encourage you, the parent to attend training sessions with your athlete so that you can learn and work at home with them at home. This can be important to their success.



Coach Smith utilizes slow motion video analysis throughout the training regimen so that athletes can receive the feedback required to become elite'

Warm Up

- Agility, Dynamic Flexibility, Physiologic separation of conscious/unconscious pathways
- Shoulder and Arm Mobility and Flexibility
- Skillz Ladder Agility Drills

Core Stability & QB Drops

- Functional core movement – How to tap into the inner strength & integrity of the body
- Proper drop mechanics
- 1,2,3 & 5 Step drops from center (*throws to perimeter, zone/curl & center field*)
- 1,2 & 3 step drops from shotgun (*throws to perimeter, zone/curl & center field*)
- Eye discipline
- Drop back 'drills for self-improvement'

QB Throwing Mechanics, with and without football

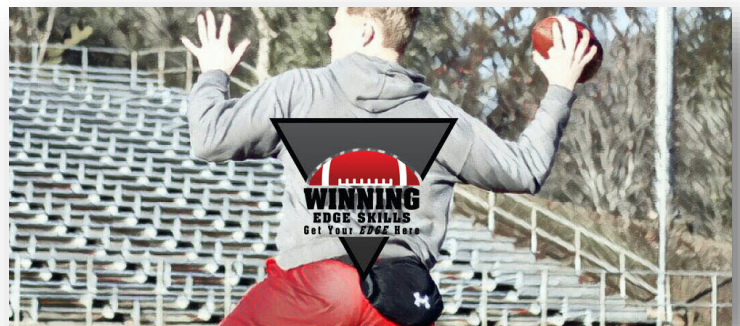
- Lower body mechanics – platform, balance, weight distribution and transfer, progression from ground through hips, core, shoulders arm and wrist
- Towel drill – *feet, hips, shoulder, elbow, extension, head, off arm & weight trans*
- Drills for self-improvement
- Accuracy assessment program. Charted during sessions and at home

QB Throwing 'on the run' mechanics

- Theory, proper mechanics, ball flight theory
- Sprint out mechanics
- Pocket Escape theory and mechanics

Play Action theory and mechanics

- Mental aspects of play action passing
- Proper fundamentals



"The harder you work and the better you perform, the more you can expect from others"

- John Gruden



Training Progression

Field Command Theory & QB line of scrimmage voice

Blitz Game Throwing/ Quick release theory and drills

- Blitz recognition / Personnel adjustments / Footwork / Hot reads

Route Throwing

- Route theory vs. Zone and Man Coverage
- Route Tree and throwing to routes
- How to assign correct QB drop steps to the appropriate route for timing purposes
- Quick game mechanics

QB Game Simulation conditioning drills

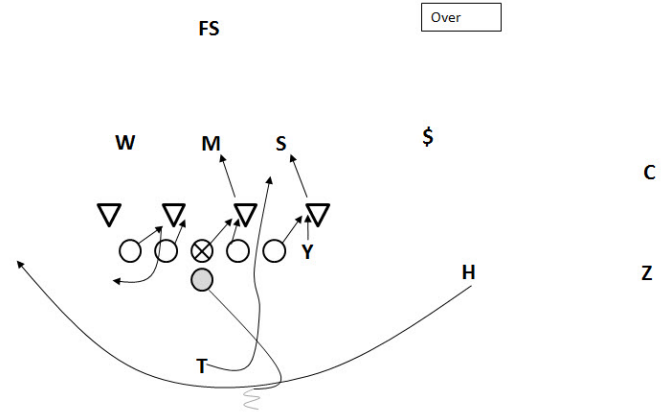
- Specific condition to the QB position
- QB Agility
- "Situational Football" IQ

Pocket mobility

- Theory & Avoidance Mechanics
- Rapid release training
- Wide Base
- Escape Drills
- Core stability training!



*“The rain didn’t make you wet, the fact that you **failed** to pack an umbrella is what **made** you wet”*



Mental Aspects Including FILM ROOM Sessions*

- Quarterback Line of Scrimmage Responsibilities
- Understanding Offensive and Defensive Objectives
- How to read a defensive box
- How to read a defensive secondary -Cover 1, Cover 2, 3, 4, 0, 2-Man and Rolled Coverage disguises
- Understanding how to read disguised coverages
- Understanding how to attack the weaknesses of various coverage schemes.

****training includes 7 recorded videos with a college offensive coordinator designed specifically for your son.. the developing quarterback***

Character building

- Understanding the role character plays in personal development and leadership development
 - Behavioral Training: How to manage responses to events for better outcomes
- (E + R = O)** Coach Urban Meyer uses this concept in leadership training for the Ohio State Buckeyes. *This concept is covered In depth*

Goal setting

- Theory of goal setting
- Developing your 'WHY' – theory, significance and 'how to'
- Long-term, intermediate and short-term goal setting
- Understanding of comfort zones and understanding that 'growth begins outside of our comfort zones'

Mission – The give aspiring Quarterbacks the proper foundation of mechanics, physical & mental skills and leadership attributes so that they have an opportunity to achieve at their highest level, in football and ultimately in **LIFE!**

Coercion - *Persuasion* - Manipulation



Leadership

The Law of The Lid

The success of any organization will never exceed the level of it's leadership, at least not on a predictable basis. Therefore, the success of an individual will never surpass their ability to lead themselves!

The quarterback position is a leadership position. It's imperative that athletes attempting to play this position become leaders. Since there are NO 'born leaders' leadership needs to be taught.

When high school coaches are surveyed in November, the #1 challenge they report each and every year is "lack of leadership". Most football programs, at all levels, under achieve when it comes to leadership development.

I tell parents this before all training sessions this...

"I can't guarantee that your son will become a star quarterback or even become a starter on the varsity football team, but I can guarantee you that you will like the person that he becomes by going through this 'quarterback development' process IF he commits himself"



Leadership Taught

- What is leadership and why is it critical to overall success
- The Law of the Lid and why it's the #1 Law of Leadership
- Learn the basics of the leadership model – focus is on character development, building relationships and helping others get better.
- Learn specific skills on how to *connect* with others and build meaningful relationships
- Understand the 4 C's of leadership – *Character, Connection, Competency & Construction* and how to progress through each level

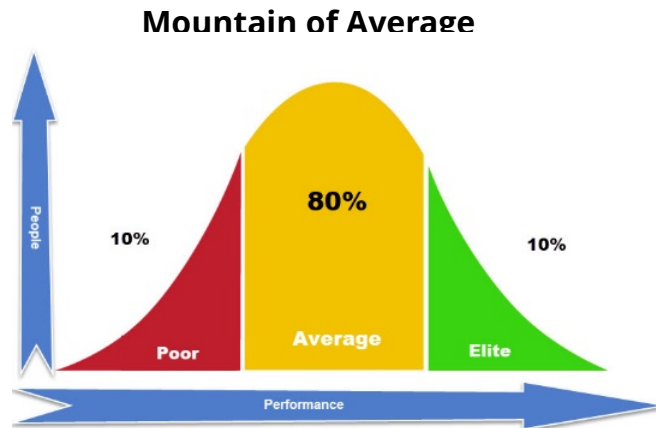
"Leadership is not a difference maker, it's the difference maker"

- John Maxwell

Finally, students learn the difference between *growth* and *fixed* mindsets

I want the athletes that I coach to be *great*, not just average. Average is what most people are.

When it comes to performance today, our world today looks like a 'mountain of average'. The graph below summarizes what I mean. It's a typical bell curve with a small percentage of people at both extremes. Most are caught in the middle. Most are average.



I coach athletes to be great. I teach them to pursue 'excellence'. I define excellence as being *"the best version of you"*

When I watch high school quarterbacks throughout the country, I see a mountain of average. What's typical is that coaches take their best athlete and put them behind center and call them their "quarterback". They have NO formal training from a qualified coach. They haven't learned the proper skill set. They haven't matured mentally and emotionally to the level required of a great quarterback. The result is average at best!

"being a quarterback" vs. "being an 'athlete playing the quarterback position"

They're not "Quarterbacks" they are "athletes playing the Quarterback position". There is a huge difference between the two. I want your son to **"BE A QUARTERBACK"**. That mean being one on the field, in practice, in school, at home and in the community. I will equip him with the knowledge, tools and skill set to be able to execute in that regard!

"The space between the leader you are and the leader you want to be is the same as the space between what you're doing and what you could be doing"

A leader in *football* will be a leader in LIFE!!

The Talent Trap

Everyone has some 'natural ability'. Some athletes are more 'naturally talented' than others but 'talent' can be a trap. Most talented people rely only on their natural abilities. They tend to believe that their success is limited to the level of their *natural abilities (talent)*. This is a *'fixed mindset'*.

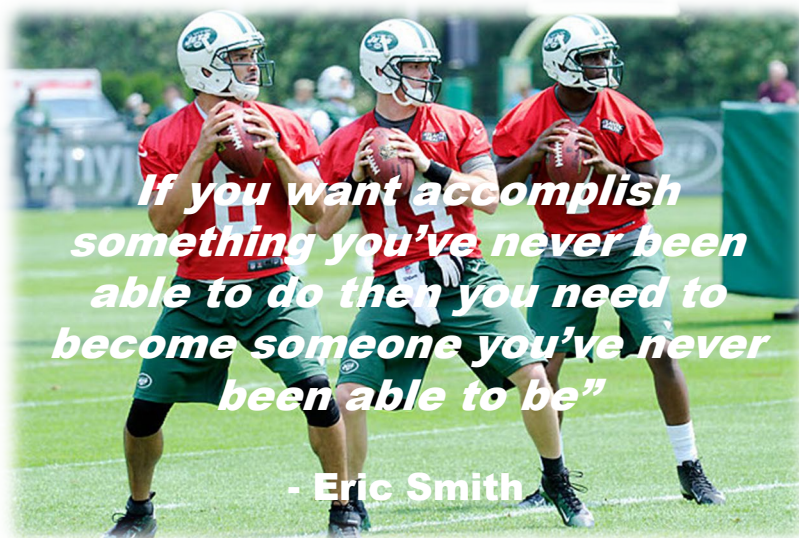
I believe that it's better if an athlete doesn't have as much '*natural ability*' (*natural talent*). This way, they won't be prone to fall into the 'Talent Trap'.

Talent is something that you're born with. If you have it, congratulations! It's a gift from God! *Skill*, however, is available to anyone willing to work for it!

My goal is to work with your son from his current 'edge'. The edge where his innate talent ends and where his developed skill and potential begin.

natural

The 'edge' being place where your *natural talent* ends, and *skill building* begins!!!



Fees

A private individual training program for developing quarterbacks is 6 sessions. Sessions are \$150 each and last approximately 1.5 hours. I am willing to work on a session by session basis but for most, several sessions are normally required to see meaningful growth.

I have learned that for a quarterback to be their best, continual training throughout their journey is required. Most NFL quarterbacks, including Tom Brady, still see a private QB coach during the off season.

With the commitment of only 6 sessions, quarterbacks will be provided with an entire off-season skill development workbook which includes an extensive amount of leadership development content designed to help quarterbacks become great leaders! Leadership content that can be learned and applied immediately to help the quarterback elevate themselves with their teammates in this critical area!

They will also receive LIFETIME membership to the [Winning Edge ONLINE training academy](#) with over 65 instructional videos covering all required to develop yourself as a complete quarterback. The QB Academy is something that I'm very proud of. It's a culmination of my life's knowledge of developing quarterbacks and leaders. In fact, it's completely unique to the quarterback world! This is a **\$179** value alone (*although quite honestly it's worth much more*)! It's my way of showing you my commitment to your child's future success!

Sessions should be scheduled at a rate of 1 to 2 times per week. This way the athlete has time to practice the skills that they are learning between sessions. If you're coming in from out of the area, I'd suggest we work together over the course of 2 or 3 days to make the best use of your travel time and expense.

Training to be conducted in the Durham area. I'm willing to travel beyond Durham but additional expense for travel would need to be considered.

I also offer "In Season" coaching which is based on learning from game performance while developing in leadership. See website for more details.

Please call me on my cell with any questions or to schedule your athlete!

Coach Eric Smith, Quarterback & Leadership Coach
Winning Edge Skills & The JOHN MAXWELL Team
220 Old Durham Rd
Roxboro, NC 27573
919.414.1774
Website: <http://www.winningedgeqb.com/>
Email: winningedgeqb@gmail.com

"Coach Smith spoke at 6 different sessions at our 2017 Clinic of Champions Coaching Clinic on subjects ranging from Quarterback development to teaching leadership to athletes and staff as well as how to build culture in your organization. The feedback that I received from my staff who attended his sessions was extremely positive. Many coaches who speak at clinics talk about football specific strategies and schemes. Coach Smith focuses not only on how to build better football players but also on how to build relationships, connect with and lead others which is such a critical component to the success of any team or organization. Coach Smith definitely added value to my Clinic of Champions event this year and I look forward to having him speak next year!"

Coach Max Miller, Hall of Fame Football Coach
Owner of Max Miller Clinic of Champions

What they have to say....

"Coach Smith has unbelievable knowledge about the game. He saw potential in me, and really gave all of his effort to improve my skill. He expects a lot, but will bring the best out of any player at any level. He helped me through my senior year and helped me get a college scholarship to a school in Iowa.

He cares about his players and demands a lot from them. In addition Coach Smith always made it fun to put in work! I recommend working with Coach Smith or attending one of his camps if you want to see drastic improvement and reach your full potential"

•**Gavin Graham**, Shasta HS 2012

"My son, Logan, has been to several nationally recognized QB Academies including The Whitfield Academy and QB Epic. While traveling to North Carolina we connected with Eric. My son found him to be genuine, caring and very helpful in his continued development as a Quarterback "

•**Poly Logan** – San Antonio, TX



"Some of Coach Smith's coaching points and knowledge over the last few years have aided me in elevating my game to the college level. I recommend Coach Smith to any athlete who is trying to advance their game and become an overall better football player."

- **Brock Barr**, Receiver & 2017 Hammer Award Winner,
Boise State University

"I have known Coach Smith for a long time now. He has always been very passionate about the game of football and is constantly helping young athletes by sharing his love for the sport.

Working with Coach Smith has been a blast. From the moment your cleats come on, your taught that every little detail in you game matters. I now find myself thinking more and emphasizing moves and steps that I didn't know existed a year ago.

Coach really gets the best out of his kids but also connects with them on a personal level. He's very easy to talk to if you have questions or concerns.

I would recommend Coach Smith to any athlete. From those who need basic building blocks to start their careers to kids who are knocking on the doors to college programs. You won't be disappointed working with him!"

Justin Abney, Pac – 7 All Conference, All Region II First Team
Shasta College, CA



"Be the change that you want to see in this world"
- Gandhi

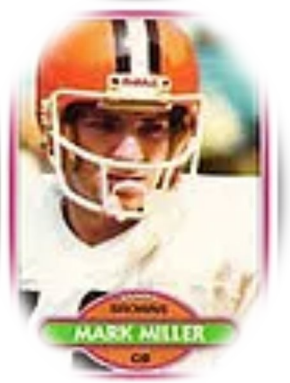


"Eric Smith knows football and the details of Quarterback and Receiver play that would help any player improve his skills and get the most out of his God-given talent. I never coached a player that worked harder on and off the field than Eric Smith.

From the weight room to the film room to the practice and game fields, Eric was all about improving and being the best player he could be. Now it is his turn to share that experience and knowledge with other young players that want to be the best they can be.

When my sons were becoming high school, college and pro athletes, I searched for coaches and camps that taught skills - physical, mental and emotional - not autograph camps with big name "instructors" that would show up occasionally. I would send my sons to Eric Smith - he would help them get better as both a player and as a person... and have fun doing it."

Mark Miller, Former College Football Coach and NFL Quarterback



"As a parent and football coach I've worked with my son, Ty, since he was little. It's been a fun successful ride but eventually we found he needed the insight and expertise of a position coach. A coach that could inspire and teach.

Eric's QB knowledge, communication skills and passion for the game was a perfect fit. The mechanics and confidence learned gave Ty a competitive edge that directly translated to the field. Our football team went 13-0 this season, with Ty at QB and I feel our time spent with Eric made all the difference.

Thanks coach Eric, look forward to working with you this spring.

- **Bruce Farrell**, Football Coach / Parent



"Eric Smith clearly understands the fundamentals of leadership and the quarterback position. Both of my boys had a very positive experience with Coach Smith at his Winning Edge Camp and with the private coaching that we did afterwards"

Doug Musgrave,
Former NCAA Division 1 QB (Oregon)



"After coaching football at both the High School and College level for 23 years and witnessing the evolution of the quarterback position and its importance to developing a winning program I believe it's critical for young aspiring Quarterbacks to get coaching from knowledgeable quarterback coaches. Even in the rare circumstances that a High School or College coach has specific knowledge of teaching proper quarterback mechanics they often don't have the time required to develop a quarterback properly."



"I have spent time with Coach Smith and come to know him as a person of character who has a deep passion for sharing his knowledge and love for football and leadership with developing athletes. He has not only helped a few of the kids on our roster but some of our assistant coaches and athletes also assist Coach Smith as staff members of his Winning Edge camps."

"I would encourage any developing Quarterback or Receiver who is motivated to improve the finer points of their game to attend one of his Winning Edge Camps"

Coach Bryon Hamilton, Offensive Coordinator / Assistant Head Coach
Shasta College Knights

"Coach Smith, I have to tell you that the skills and techniques that your coaching staff brought to the players here in Northern Nevada were a great reminder to us all as to the keys for success both in football and in life."

"The lessons on leadership and character were equally as important as the skills they learned for the grid iron in your two-day camp. I have no doubt that every kid who attended your camp this year learned what it takes to not only become a better football player, but a better leader and teammate. The kids from McQueen High School will definitely be attending your camp again next year."

Jim Snelling, Head Football Coach / Strength Coach
Robert McQueen High School