

★ COACHING PROGRAM CURRICULUM

YOUTH ATHLETE PROGRAM

6TH – 12TH GRADE | JV & VARSITY BOUND

Mental toughness, accountability, and the decisions that protect your athlete's future. Built by a coach who played at 6 colleges, went to prison, and came back to play again.

4

PROGRAM TIERS

52

WEEKS MAX

5

CORE KEYS

300K+

LIVES IMPACTED

COACH ETHAN "COACH FISH" FISHER

UNDRAFTED GROUP LLC · 2026

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THE 5 KEYS TO SUCCESS

Every session in every program is built on these 5 principles. Coach Fish has applied them to survive prison, earn an MBA with honors, and deliver 750+ keynotes. They work.

01

ACCOUNTABILITY

You are in control. Stop blaming others. Look in the mirror. Your outcomes are your responsibility.

02

GOAL SETTING

Small daily goals. Big audacious goals. Dream big, execute daily. Coach Fish has 5 goal boards in his office.

03

CHOICES & DECISIONS

Every choice matters. Every decision builds or destroys. Good choices lead to good outcomes — consistently.

04

PERSEVERANCE

Life is tough. Bad things happen even when you do everything right. The grit to keep going separates champions.

05

FAITH

Faith in yourself. Faith in your process. Faith in something bigger. The spiritual anchor in the storm.

APPLIED DAILY

These aren't concepts. They are the survival mechanism Coach Fish used to go from prison to the stage — and stay sober for 22+ years.

"I didn't learn these keys in a classroom. I learned them in a prison cell, on an ankle monitor, and in the moments where I had nothing left but a choice. Now I teach them so your athlete never has to learn them the hard way."

— COACH ETHAN "COACH FISH" FISHER

30-DAY GAME PLAN

DURATION

4 Weeks

SESSIONS

2 × 60-Min

FORMAT

1-on-1 with Coach Fish

INVESTMENT

\$995

WHAT THIS PROGRAM DOES

A focused 4-week sprint that establishes the foundation every athlete needs: accountability, goal setting, and the awareness to recognize the choices that will define their future.

WEEK 1

THE ATHLETE'S CODE

SESSION 1: ACCOUNTABILITY AS AN ATHLETE

- ▶ Understand that as an athlete, you're held to a higher standard
- ▶ The difference between excuses and explanations
- ▶ Commit to the **Athlete's Code of Conduct**
- ▶ What accountability looks like for a student-athlete (school, sport, home)
- ▶ Key 1 Applied: **Accountability**

HOMEWORK

Write your Athlete's Code of Conduct (1 page). Share with parent/guardian.

SESSION 2: GOAL SETTING FOR ATHLETES

- ▶ SMART Goals for athletes — short-term and long-term
- ▶ The connection between daily habits and big results
- ▶ Key 2 Applied: **Goal Setting** — build your personal goal board
- ▶ Daily habits that separate starters from bench warmers

HOMEWORK

Create a 30-day goal board (athletic + academic). Photo and share with Coach Fish.

WEEK 2

TIME MANAGEMENT & CHOICES

- ▶ Managing school, sport, and social life simultaneously
- ▶ Key 3 Applied: **Choices & Decisions** — the ripple effect
- ▶ One bad choice vs. one great choice: what changes?
- ▶ Identifying your personal time wasters

HOMEWORK

Track your daily schedule for 7 days. Identify 3 time wasters. Bring to Week 3.

WEEK 3

MENTAL TOUGHNESS BASICS

- ▶ What mental toughness is — and why coaches look for it above skill
- ▶ Handling adversity on and off the field
- ▶ Key 4 Applied: **Perseverance**
- ▶ Visualization basics — seeing yourself succeed before you do

HOMEWORK

Practice 5-minute visualization before practice for 7 days. Journal results.

WEEK 4

TEAM READINESS & FAITH

- ▶ Are you ready to be a teammate coaches actually want?
- ▶ Key 5 Applied: **Faith** — in yourself, your process, something bigger
- ▶ 30-Day review: What changed? What didn't?
- ▶ Setting 90-day goals for continued growth

DELIVERABLE

Complete Team Readiness Self-Assessment. Review with parent/guardian.

3-MONTH COMPETITIVE EDGE

DURATION

12 Weeks

SESSIONS

6 × 60-Min

FORMAT

Bi-Weekly 1-on-1

INVESTMENT

\$2,995

INCLUDES ALL 30-DAY GAME PLAN CONTENT PLUS

Deeper sport-specific development, recruiting awareness, academic eligibility, and the character work that separates athletes who get offers from those who don't.

01

FOUNDATIONS & MENTAL TOUGHNESS

WEEKS 1-4 · ALL 5 KEYS ESTABLISHED

WEEKS 1-2

ACCOUNTABILITY & THE ATHLETE'S CODE (DEEP DIVE)

- ▶ How your sport culture shapes your choices — for better or worse
- ▶ Identifying peer pressure within your own team
- ▶ Leading through accountability even when you're not the captain
- ▶ Understanding the coach's role and what they actually expect

WEEK 3

ACADEMIC INTEGRATION

- ▶ GPA requirements for college eligibility (NCAA/NAIA basics)
- ▶ How failing one class can end your athletic career before it starts
- ▶ Building a weekly schedule that supports both sport and school

WEEK 4

CHOICES, CONSEQUENCES & SOCIAL PRESSURE

- ▶ Real case studies: Athletes who lost everything from one bad decision
- ▶ The party decision — what coaches actually think when they find out

- ▶ Social media: What college coaches see before you do

02

SPORT-SPECIFIC DEVELOPMENT

WEEKS 5-8 · RECRUITING AWARENESS + GAME IQ

WEEK 5

RECRUITING AWARENESS 101

- ▶ What JV and Varsity coaches actually look for beyond skill
- ▶ How to get on a coach's radar the right way
- ▶ Film, highlight reels, and first impressions that matter

WEEKS 6-7

GAME IQ, COACHABILITY & TEAM DYNAMICS

- ▶ Understanding your sport at a deeper level than your peers
- ▶ Coachability — the trait that gets athletes more playing time
- ▶ How to practice with purpose, not just effort
- ▶ Being a great teammate even when you're not starting

WEEK 8

MID-PROGRAM REVIEW

- ▶ Review all 5 Keys progress with Coach Fish
- ▶ Update goal board — what changed, what needs to change
- ▶ Parent/athlete alignment session

03

CHARACTER & FUTURE PREPARATION

WEEKS 9-12 · BRAND + ADVERSITY + GRADUATION

WEEKS 9-10

PERSONAL BRAND & HANDLING ADVERSITY

- ▶ Your reputation is your brand — what are you known for right now?
- ▶ Social media audit: Clean up before college coaches find it
- ▶ What to do when you're benched, cut, or overlooked
- ▶ Perseverance stories from Coach Fish's own journey

ACADEMIC ELIGIBILITY & PROGRAM GRADUATION

- ▶ NCAA/NAIA eligibility requirements overview — know the rules before you break them
- ▶ The real cost of failing out: \$100K–\$400K in lost scholarships
- ▶ Full program review with parent/guardian
- ▶ Updated 6-month goal board and graduation from Competitive Edge

6-MONTH CAPTAIN'S COURSE

DURATION

24 Weeks

SESSIONS

12 × 60-Min

FORMAT

Bi-Weekly 1-on-1

INVESTMENT

\$5,995

INCLUDES ALL 3-MONTH COMPETITIVE EDGE CONTENT PLUS

Advanced leadership development, recruiting strategy, financial literacy basics, mental health awareness, and a full college transition preparation framework.

04

LEADERSHIP DEVELOPMENT

WEEKS 13-16 · LEADING WITHOUT A TITLE

WEEK 13

LEADING FROM THE BENCH

- ▶ Leadership isn't about playing time — it's about influence
- ▶ How to be a positive force when you're not on the field
- ▶ Supporting starters and building team morale from any role

WEEK 14

ADVANCED RECRUITING STRATEGY

- ▶ Building your recruiting profile the right way
- ▶ How to contact coaches professionally — what works, what gets ignored
- ▶ Campus visits: What to look for, what questions to ask

WEEKS 15-16

EMOTIONAL INTELLIGENCE & MID-PROGRAM REVIEW

- ▶ Managing emotions under pressure without shutting down
- ▶ Resolving conflicts with coaches, teammates, and parents
- ▶ Parent/athlete/coach alignment session

- ▶ Identify top 3 growth areas for final 3 months

05

ADVANCED PERSONAL DEVELOPMENT

WEEKS 17–20 · MONEY + BRAND + MENTAL HEALTH

WEEKS 17–18

FINANCIAL LITERACY & SOCIAL MEDIA BRAND

- ▶ Understanding scholarships, NIL basics, and money management
- ▶ Why athletes go broke — the cautionary tale every parent needs to hear
- ▶ Building a social media brand that attracts coaches and opportunities
- ▶ What NOT to post: Real examples that cost athletes their futures

WEEKS 19–20

MENTAL HEALTH AWARENESS & QUARTERLY REVIEW

- ▶ Recognizing signs of anxiety, depression, and burnout in athletes
- ▶ When to ask for help and how — without shame
- ▶ Coach Fish's personal mental health journey: manic depression, social anxiety, 22 years sober
- ▶ Full progress report with parent/guardian

06

VARSITY EXCELLENCE & TRANSITION

WEEKS 21–24 · COLLEGE PREP + LEGACY + GRADUATION

WEEKS 21–22

COLLEGE TRANSITION PREPARATION

- ▶ What college athletics actually looks like day-to-day — no sugarcoating
- ▶ Time management at the college level: 5x harder than high school
- ▶ The academic shock: How to prepare now so you don't fail out
- ▶ Building a pre-competition mental routine that works under pressure

WEEKS 23–24

LEGACY & 6-MONTH GRADUATION

- ▶ What do you want your athletic career to mean beyond wins and losses?
- ▶ Building a legacy that outlasts your playing days

- ▶ Full program review with parent/guardian
- ▶ Comprehensive progress report + 1-Year planning session

1-YEAR ALL-AMERICAN

DURATION

52 Weeks

SESSIONS

24 × 60-Min

FORMAT

Bi-Weekly 1-on-1

INVESTMENT

\$9,995

INCLUDES ALL 6-MONTH CAPTAIN'S COURSE CONTENT PLUS

A full year of development, advanced recruiting and NIL awareness, injury recovery strategies, college transition mastery, and a year-end legacy planning session.

7–8

ADVANCED RECRUITING & NIL AWARENESS

MONTHS 7–8 · BUILDING YOUR OFFICIAL PROFILE

- ▶ Building your official recruiting profile and media kit
- ▶ Understanding NIL basics and brand protection at the high school level
- ▶ How one bad decision eliminates NIL opportunities before they start
- ▶ Mock recruiting conversations with Coach Fish — real practice, real feedback
- ▶ Campus visit preparation: What to look for, what to ask, what to avoid

9–10

INJURY PREVENTION & MENTAL RESILIENCE

MONTHS 9–10 · STAYING IN THE GAME

- ▶ Physical and mental recovery strategies for injured athletes
- ▶ Handling injury setbacks without losing your identity as an athlete
- ▶ Returning to peak performance after adversity — the mental side
- ▶ Managing the pressure of being a top recruit or starter

11

COLLEGE TRANSITION DEEP DIVE

MONTH 11 · CHOOSING RIGHT, ARRIVING READY

- ▶ Choosing the right program for YOU — not your parents, not your coach
- ▶ Academic preparation: AP courses, dual enrollment, study habits that survive college
- ▶ Building relationships with college coaches before you arrive on campus
- ▶ Managing family expectations and external pressure during the recruiting process

12

YEAR-END GRADUATION & LEGACY PLANNING

MONTH 12 · CELEBRATION + 5-YEAR VISION

- ▶ Comprehensive 1-year progress report
- ▶ Family celebration session with parent/guardian
- ▶ 5-year life and career goal board creation
- ▶ Unlimited text/email support continues post-program
- ▶ Lifelong access to Coach Fish's network and resources

READY TO ENROLL?

YOUAREUNDRAFTED.COM/ENROLL

Reserve your free 30-minute consultation first

UNDRAFTED GROUP LLC

Coach Ethan "Coach Fish" Fisher

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