The Non-League Network

thenon-leaguenetwork.co.uk

🏁 Mission 12

Create More Football Opportunities



🎯 Mission Objective

Learn how to create more opportunities by approaching clubs, managers and scouts professionally, building relationships and making yourself easier to discover.

Time to complete: 25 minutes

Mission Videos

Click below to watch Mission videos:

- Module 12.1
- Module 12.2
- Module 12.3
- Module 12.4
- Module 12.5

🚪 Opportunities Rarely Happen By Accident

Many players wait for opportunities to appear.

- They hope someone watches them.
- They hope someone recommends them.
- They hope the right person finds them.
- Sometimes that happens.
- But proactive players increase their chances.

Creating opportunities means:

- Building relationships
- Making professional contact
- Being prepared
- Putting yourself in the right places

⚽ Your Football Network Matters

Football is built on relationships. Managers. Coaches. Scouts. Players. Clubs.

- The more professional relationships you build, the more opportunities you create.
- This does not mean messaging everyone asking for a trial.
- It means building genuine connections and making positive impressions.

📱 How To Approach Clubs

Before contacting a club:

- Research them.

Understand:

- Their level
- Their style
- Their current squad
- Their location
- Who to contact

A personalised message will always stand out more than a copy-and-paste message.



📝 What To Send

A professional introduction should include:

- Who you are
- Your position
- Your current club
- Your football background
- Why you are contacting them
- Your Player Profile
- Your Football CV
- Your Highlight Video

Keep it:

- Short, Respectful and Professional

🧠 Building Relationships

Not every conversation leads to an immediate opportunity.

That's okay - Football careers are built over time.

A manager may remember:

- A respectful message
- A good attitude
- A professional approach

The relationship you build today could create an opportunity later.

💡 NLN Tip

Don't only contact clubs when you need something.

Build relationships throughout the year.

- Follow clubs.
- Engage professionally.
- Attend games.
- Network within football.

🎯 Your Challenge

Review how you currently create opportunities.

Ask yourself:

☐ Do I have a professional Player Profile?
☐ Do I have an updated Football CV?
☐ Do I have footage of myself playing?
☐ Am I building football relationships?
☐ Am I actively creating opportunities?

✅ Your Mission Actions

☐ Complete your Player Profile
☐ Complete your Football CV
☐ Prepare your Highlight Video
☐ Research clubs and contacts
☐ Use professional communication
☐ Track your opportunities

What Player Resources Should I use

- Player Profile Template
- Football CV Template
- Highlight Video Checklist
- Contacting Scouts Guide
- Cover Email To Clubs
- Message Template To Managers
- Club Contact Tracker

Find them [here]