

# Finding Your Fighter

Application · Building Your Offensive Identity

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## The Roster Assessment Process

Knowledge without application is just information. This final module gives you a practical framework to take the five archetypes and map them to your actual roster — then begin the installation process with clarity.

Start with your most important evaluation: your quarterback. The QB determines which systems are available to you more than any other single factor. Run through this filter:

- If your QB is precise, quick-decision, and mentally sharp but not physically dominant: **Boxer or Counter-Puncher**
- If your QB is a game manager who hands off well and executes play-action convincingly: **Puncher or Brawler**
- If your QB has elite mobility, strong arm, and high football IQ: **Boxer-Puncher**
- If your QB is raw and in development: **Brawler** — reduce the cognitive load, establish physical identity

## The Personnel Audit

After identifying your QB's best fit, audit each position group against the five systems:

**Offensive Line:** Are they physical and powerful (Puncher/Brawler), athletic and mobile (Boxer/Counter-Puncher), or balanced (Boxer-Puncher)? Scheme to your line, not against it.

**Running Back:** Power back who breaks tackles? Puncher or Brawler. Shifty, speed back? Counter-Puncher or Boxer. Dual threat with both? Boxer-Puncher.

**Wide Receivers:** Route-precision technicians? Boxer or Counter-Puncher. Athletic separation artists? Puncher or Boxer-Puncher. Speed burners? Puncher deep game or Boxer-Puncher verticals.

**Tight End:** Physical blocker? Brawler or Puncher. Receiving weapon in space? Counter-Puncher or Boxer-Puncher. Both? Any system works, and you have a major asset.

## The Honest Self-Assessment

Every coach must do one more evaluation before finalizing their offensive identity: an honest assessment of their own coaching staff's capabilities and preferences.

The most technically sound system in the world will fail if the coaching staff cannot teach it, rep it in practice, and call it under game-speed pressure. A Brawler offense installed by a staff that believes in the system and knows it cold is far more dangerous than a Boxer-Puncher offense installed by a staff that is still learning its own concepts in Week 6.

**Final Principle:** *Elite coaches do not install systems. They install identities. The plays are just the vocabulary. The identity is the language. When your players know who they are on offense — when they can feel the system in their bones — they play with a different level of confidence. That confidence is the actual competitive advantage. Build the identity first. The plays will follow.*

## Your Action Steps After This Course

1. **Identify your primary archetype** based on your QB and offensive line.
2. **Select one run concept and one pass concept** from your archetype's package and master those two plays completely before adding others.
3. **Define the language** you will use to communicate the identity to your players — not the X's and O's, but the who-we-are language that creates buy-in.

4. **Build a practice plan** that reps your base concepts daily in the first three weeks of installation.
5. **Test under fire** — script the first ten plays of your first scrimmage entirely from your base archetype. See what holds. See what needs work. The system reveals itself in live reps.

## A Note on Evolution

Your offensive identity will evolve. The system you install in Year One may look different by Year Three as your personnel changes and your coaching staff gains confidence. That is correct and expected. Willie Pep added weapons to his game every year. Mahomes still adds concepts to his game every offseason. The identity is not a cage. It is a foundation.

Build from it. Build on it. But always know where you stand when the pressure is highest and the game is on the line — because that moment always arrives, and in that moment, your identity is all you have.

## Quick Reference: Archetype Summary

### THE BOXER — METHODICAL STRATEGIST

QB: Precise processor. RB: Patient zone runner. WR: Route technicians.

Run: Inside Zone, Stretch, Power. Pass: Mesh, Y-Stick, Levels, Shallow Cross.

### THE PUNCHER — POWER PLAYMAKER

QB: Play-action specialist. RB: Physical tackle-breaker. WR: Size + speed threats.

Run: Power-0, Dive. Pass: PA Deep Post, Seam Routes.

### THE COUNTER-PUNCHER — OPPORTUNISTIC ADJUSTER

QB: Film studier, post-snap processor. WR: Disciplined route runners.

Run: Draw, Counter. Pass: Slant/Flat, Texas Concept, RPOs.

#### THE BRAWLER – RELENTLESS ATTACKER

QB: Game manager. RB: Powerful, won't go down. TE: Blocker + mismatch.

Run: Iso Lead, Toss Sweep. Pass: TE Dump Off, Drag Routes.

#### THE BOXER-PUNCHER – VERSATILE THREAT

QB: Elite processor + mobility. All positions: multi-scheme capable.

Run: IZ + Counter, Sweep, Power. Pass: RPOs, Double Moves, 4 Verts, Sail.

## **Fight For Awesome**

This course is the beginning of the system, not the end of your study. The best coaches in the world are always students of the game. Keep watching. Keep building. The fighters who win are the ones who never stop learning who they are.

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