

SETH “SCUMP” ABNER

BUILD A TEAM



OVERVIEW

There is no “I” in team, but there is an “ME.” Scump helps you build a championship team by building yourself first.

The King’s course on Building a Team outlines the importance of practicing correctly, preparing for tournaments, dealing with failure, building a brand for yourself and your team, and it is filled to the brim with invaluable wisdom from one of the greatest First Person Shooter players of all time.

1. DO YOU HAVE WHAT IT TAKES

2. PRACTICE

3. CHOOSING TEAMMATES

4. COMMUNICATION

5. TOURNAMENT PRESSURE

6. SUCCESS & FAILURE

7. BRANDING

8. SOCIAL MEDIA & SPONSORS



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There is a difference between being critical and being constructive. Be constructive.

1. DO YOU HAVE WHAT IT TAKES

PLAYING WITH A TEAM

Regardless of what game you are playing, every team operates under the same principles. People want to succeed together. People want to be heard. And people want to feel like you're all working toward the same goal. No one likes to feel like they're "less" than someone else."

Where a lot of teams go wrong, or even fall apart, is they think they can talk to each other however they want. Remember, your teammates are human too. And regardless of how competitive things get, you have to keep in mind that if you bring negativity into the situation, then that negativity is going to breed and eventually become the dominant emotion.

Instead, you have to be positive with your team. That doesn't mean to avoid having hard talks, or pointing out mistakes, but doing so in a way where the other person feels like you are helping them become better—instead of throwing them under the bus.

If you are the team lead, speak to others how you would want them to speak to you. And if you are a role player, then realize your voice still matters, and be sure to speak up.

EVERY TEAM NEEDS

ROLE PLAYERS

A NATURAL LEADER

POSITIVE FEEDBACK

TAKE SOME NOTES



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Practice has more to do with quality rather than quantity.

2. PRACTICE

THE IMPORTANCE OF PRACTICE

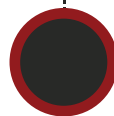
Being a top tier eSports competitor is no different than being a professional athlete. Practice is the single most important thing. Nothing else matters if you aren't putting in the time to become the best you can possibly be. And especially when you are playing with a team and other people are relying on you, you have to commit to being online and ready to work.

There is a difference between Good Practice and Bad Practice:

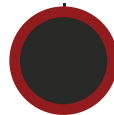
Good Practice: When you log online, prepare yourself mentally and physically. Competition can be stressful, so you need to be ready. This even comes down to the way you sit in your chair. Are you lazy? Are you too relaxed? Get yourself in the zone and make the most of each practice session. And when you're done, watch films of other competitors playing. Learn through practicing and studying.

Bad Practice: It's not about how many hours you sit there. It's about how many quality hours you put in. What are you getting out of your practice regimen? If people are joking around too much or if your teammates aren't taking it all that seriously either, you're all going to fail. Speak up.

Ways To Practice On Your Own



MONEY 8'S



WAGERS



1V1 TOURNAMENTS

TAKE SOME NOTES



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Mentorship is the fastest path to mastery.

3. CHOOSING TEAMMATES

WHERE CAN YOU FIND A MENTOR?

One of the most underestimated tools when it comes to learning how to become a top tier gamer is mentorship.

If you are new to the gaming scene, or just starting to get your feet wet in terms of competing in major tournaments, it is essential that you find yourself a mentor. A mentor is someone who is a few years older than you, preferably someone who has already done what it is you yourself want to do.

The reason why a mentor can be so valuable is they can help you avoid really hard lessons you would have otherwise had to learn on your own. A mentor can speed up your growth process because they can reflect back on their own journey and point out the things they would have done differently.

To find a mentor, you have to put yourself in the right situations. Talk to people at tournaments. Make yourself known in your gaming community. Seek out people who are better than you and try to learn from them. The right mentor will present themselves eventually.

WHAT MAKES A GREAT MENTOR

ACCOMPLISHED

WILLING TO TEACH YOU

WANT TO SEE YOU SUCCEED

TAKE SOME NOTES



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Good chemistry comes from practicing together and getting to know each other.

4. COMMUNICATION

HOW TO MAINTAIN GOOD CHEMISTRY

Team chemistry comes through spending many hours together, getting to know each other's styles. But team chemistry is also about the way you treat one another. If a game isn't going well, save your negative feedback for after the game. And then once the game is over, try to pinpoint what went wrong without offending your teammates. If you're going to make constructive criticism, make sure it's thought out and said in a way that will be taken as constructive and not personal. Again, make sure you wait until the end of the game.

Remember to use your losses as fuel—don't let losses discourage you. Learn from your mistakes, and don't make the same ones twice. Losing is how you learn what doesn't work. It's nothing to get upset over. The vast majority of people who play competitively lose a lot before they start to win.

And of course, keep in mind that winning and money and fame should never be your primary motivation. If you're getting into eSports for the money you're not going to make any, plain and simple.

MOTIVATING YOUR TEAM

PRAISE TEAMMATES

USE LOSSES AS MOTIVATION

PRAISE TEAMMATES

TAKE SOME NOTES



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You have to practice playing under stress. That's the make or break in competition.

5. TOURNAMENT PRESSURE

Some of the best players crumble in tournaments because they aren't used to playing under such stressful conditions. This is why it's so important to try to create situations for yourself and your team before you enter tournaments that replicate those feelings. We call this Environmental Learning.

High-Intensity Practice: Dealing with pressure can be hard when you're first starting off. Keep your practice sessions high intensity, and your tournaments will be a breeze.

Call Outs: On tournament day, keep your call outs cool, calm, and collected. Don't think about cameras or lights or the people around you. Think about the screen in front of you and all the quality practice you got at home.

Hype: When your team gets hyped, it blocks out everything around you. When a teammate gets hyped, you will feel more comfortable. Don't be afraid to celebrate little in-game victories as matches go on. Make sure when your team gets hyped, as soon as it's done you go back to calm call outs. The game is never over until it's over.

High Stakes: If you're thinking about the prize pool, or the fact that losing this game means you don't qualify, you'll get distracted. Whether you're about to make it out of the amateur bracket or about to play for a million, if you let the pressure of the tournament get to you you're going to hurt yourself. Focus on the game and you'll be all good.

KEY TAKEAWAYS

STAY COOL, CALM, COLLECTED

MAKE HYPE AN ADVANTAGE

FOCUS ON THE GAME

TAKE SOME NOTES



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Don't let success get to your head. It will change you.

6. SUCCESS & FAILURE

You get it... Failure is inevitable. It's part of the process. So along the way, make sure you remember the following points...

SET REALISTIC GOALS

Keep setting small milestones and make sure to enjoy the journey as you make progress.

STAY HUMBLE

Don't let reaching goals get to your head. Don't get complacent, stay humble, and stay focused.

GOOD SPORTSMANSHIP

Don't let success change you. Restrain yourself from falling into the trap of having a big ego. Don't talk trash and push forward for more success.

DON'T JUMP SHIP

WHEN YOU LOSE, DON'T QUIT

COULD END UP WORSE OFF

HURTS YOUR REP

TAKE SOME NOTES



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Your personal brand should be a more intense version of yourself.

7. BRANDING

WHAT DO YOU WANT TO BE KNOWN FOR?

Your personal brand and what people know you for is all about turning up certain aspects of your personality. Show your best sides. Having a personal brand is what makes people want to follow and support you, and when you have the support of others you can leverage that attention up to bigger opportunities.

One of the primary reasons you should have a strong personal brand is that it will allow you to monetize yourself. Making a living just off tournament wins isn't easy. It's exceedingly difficult. But if you have a strong brand, you can earn additional income off things like sponsorships, affiliate sales, etc. This will also help you become successful even outside the world of video games.

Lastly, when you have a strong personal brand and you decide to launch something new, like a YouTube channel, you will be able to build traction quickly because people know who you are within the community.

WHY YOU NEED A BRAND

INFLUENCE IN COMMUNITY

ADDITIONAL REVENUE

OPEN OPPORTUNITIES

TAKE SOME NOTES



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People watch your social media.
Present yourself well.

8. SOCIAL MEDIA & SPONSORS

Social media can be your best friend or your worst enemy.

Golden Rule: Never swear, ever. Don't ever put a swear word in writing. Writing lives forever, and you don't want to regret it down the road.

Networking: Social media can be very beneficial for players coming up the ranks. You can meet people online that you'd never get to meet in person. Those friends will help you make new friends, and slowly but surely you'll watch your gaming network expand.

Professionalism: Make sure your pages always look professional. You don't want a Microsoft Paint logo. If you want to avoid the pitfalls of living purely off tournament winnings, your brand has to be strong and professional enough for other brands to want to partner with you.

Interacting With Fans: Make sure to favorite and retweet your fans. It makes their day and literally is only a click of a button. It's the easiest way you can interact with your fan base and in turn grow it. Your fans are the people that make you. Without them, you wouldn't be where you are now and you have to be appreciative of that.

Contracts: Know your worth. Don't ever let someone take advantage of you.

TYPES OF DEALS

FREE PRODUCT

COMMISSION DEALS

PAID PROMOTIONAL CONTENT

TAKE SOME NOTES

