

FOR CLUB DIRECTORS, COACHES & ATHLETIC DIRECTORS

The Parent Half of the Mental Game

You're coaching the athlete. Who's coaching the parent in the stands?

You know the parent. Breaks the game down on the ride home. Coaches from the bleachers. Emails you at eleven at night. **Not a bad parent — an invested one, aimed a few degrees off.** And what gets said in that car can quietly undo what you built all week at practice.

Programs drill the athlete's mental game. Almost nobody equips the family behind them. This is how you close that gap — without adding a single thing to your staff's plate.

WHAT YOUR FAMILIES GET

The Book

Behind Every Great Student-Athlete — Book One of the Sideline Parent Playbook. What a teen really needs from a parent, and how to help them grow without hovering, pushing, or holding them back.

Bulk copies from \$8.99. Free companion workbook for every family.

The Publication

An ongoing parent resource at **read.dobbmayo.com** — the research, translated into what to actually say and do:

- **Scripts** — what to say after a hard loss
- **Routines** — the 90 minutes between games
- **Worksheets** & parent companion guides
- **Ask Dobb** — a monthly Q&A thread

TWO WAYS TO BRING IT TO YOUR PROGRAM

- **Sponsor it.** The club pays; every family in the program gets full access as a member benefit. One line item, whole roster covered.
- **Share it.** The club sends a private link; families subscribe themselves at a club rate. Costs the program nothing.

Group rates start at **20% off**, and every program gets a quote built to its budget. Want to test it first? Ask for the **free ebook** — drop it in your next club newsletter at no cost, no catch.

AN ASSISTANT ATHLETIC DIRECTOR ON THE BOOK YOU'D BE HANDING YOUR PARENTS

"As a coach and a parent, I know how important — and sometimes challenging — it is to find the right balance between our desire to support our athletes and giving them the space to grow. Dobb discusses this in a way that helps all of us reflect, learn, and better support the athletes we care about."

Steve Bowyer · Assistant Athletic Director & Director of Aquatics · Head Varsity Swimming Coach of 25 years

Dobb Mayo is a sports parent of three student-athletes and the award-winning author of the Student-Athlete Series — **Gold Medal, 2025 Global Book Awards** and a **2025 Finalist**. *Leadership for Student-Athletes* releases July 23.

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