

PRESS KIT



COMPANY BIO

About Expert Secret, Lda (SoccerDrillsTips.com)

They call Andre Botelho 'The Expert Youth Soccer Coach'. His unique philosophy about how to improve soccer coaching skills gets great results for his clients. And that's the reason he formed Expert Secret, Lda in 2006. The company provides coaching for youth soccer coaches and volunteer parents who want to learn how to improve their coaching skills in record time.

The Ultimate Soccer Drills System and Gold Coaching Membership, the company's core products, have revolutionized youth soccer coaching. With its combination of audio, video and written materials, clients can learn in the way that suits them best. The program content leverages over 20 years of Andre's experiences, first as a player and later as a coach.

Company programs sell out quickly because of the outstanding results achieved by youth soccer coaches at all levels – ranging from beginners to advanced. Many of the program's graduates are now very successful coaches on their own right.

Although Andre Botelho is the driving force behind Expert Secret and SoccerDrillsTips.com, the company begins to grow to more full-time employees who know work with Andre to develop products that expand the reach of his products.

Expert Secret, Lda (SoccerDrillsTips.com) has fueled its extraordinary growth by publishing free valuable content online. Not only does this create strong relationships with potential customers and the online community, but also encourages feedback. The company uses feedback to quickly create relevant products that address the concerns and provide solutions.

Expert Secret, Lda (SoccerDrillsTips.com) help youth soccer coaches and volunteer parents achieve: "Explode Players' Skills – Motivate Them – Make Training More FUN!"



MISSION STATEMENT



Our Purpose

“We strive to provide a proven system that allows youth soccer coaches and volunteer parents worldwide to dramatically improve their players' skills and make training more fun in record time. So they can motivate the kids the right way and keep their attention, focus and interest during coaching sessions. Only this way kids can finally enjoy and love the beautiful game of soccer.”

ANDRE'S BIO

**Meet Andre Botelho, President of Expert Secret, Lda
(SoccerDrillsTips.com)**



Andre Botelho is the Founder & President of Expert Secret, Lda (SoccerDrillsTips.com) and "The Expert Youth Soccer Coach".

Andre Botelho played soccer for 15 years (since he was 11 years old) at the Portuguese Soccer Federation (*Federação Portuguesa de Futebol*).

For more than 5 years he partnered with top youth soccer experts, and in February 2006 he founded SoccerDrillsTips.com and Expert Secret, Lda.

Since then, his life has been about helping ambitious youth soccer coaches use smart coaching techniques, drills, strategies and tricks to transform their coaching and players' lives in ways that provide far greater results, build respect and create personal recognition and success.

Thanks to his success, he has not only attracted an ever-growing, loyal and enthusiastic following 'raving fans', but he's garnered all sorts of recognition.

He has already helped thousands of youth coaches to get their 'coaching act' together, both on the Web and offline, in different countries, age groups and skill levels.

He remains the only world-class expert coach to offer both personalized mentoring and also do-it-yourself "learn at home" options to help youth coaches master all the basic and advanced coaching skills, no matter what their personal learning style is. And he offers a complete, no-risk opportunity to see everything for free.

Presently, Andre Botelho has developed a leading youth coaching online community with members in over 25 different countries and that he teaches as "the consultant to consultants, coach to coaches", plus influences well over 15,000 youth coaches a year with his coaching philosophy and strategies.

He has earned the respect of the online soccer coaching community and he works daily, personally, neck deep, with hundreds of from-scratch success youth coaches. His experience is real world, diverse, covering every type of soccer coaching activities, trusted by thousands of successful coaches and continuing, current, cutting-edge.

As an expert youth soccer coach and soccer coaching strategist, he is routinely involved in personal and club projects, and over 80% of all private clients utilizing him once do so repeatedly.

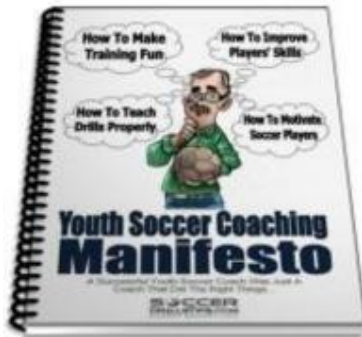
Andre Botelho is the author of the most famous youth soccer coaching report ever written called "*The Youth Soccer Coaching Manifesto*", that was downloaded for more than 4,000 youth soccer coaches in less than 48 hours. He is also the author of the "Missing Coaching Chapter" and the "Expert Youth Soccer Coaching Guide". For his loyal visitors, clients and subscribers he offers these valuable resources for free.

PRESS RELEASE

Expert Reveals Why Most Youth Soccer Coaches Fail When Coaching Youth Soccer Drills

After spending more than two years researching and testing, Andre Botelho, also known online as The Expert Youth Soccer Coach, reveals the #1 reason why the overwhelming majority of youth soccer coaches and volunteer parents fail miserably when coaching youth soccer drills to younger players.

Ermesinde, Porto July 7, 2009 -- An expert on coaching youth soccer drills, claims that "most youth soccer coaches will fail, even if they buy lots of products, study them religiously and work extremely hard," says Andre Botelho, author of the Youth Soccer Coaching Manifesto and founder of SoccerDrillsTips.com.



He also states that "70% of American kids quit playing soccer by the age of 13, because in their words: it wasn't fun anymore," claims Andre Botelho, creator of the Ultimate Soccer Drills System online course.

But, he doesn't stop there: "Did you know that the #1 reason why kids participate in soccer is to 'have fun'?", asks Andre, that played soccer for 15 years at the Portuguese Soccer Federation, and now influences well over 15,000 youth coaches a year with his coaching philosophies and strategies.

In fact, "the lack of knowledge to make and keep practice sessions fun and enjoyable for the kids is really the primary cause for failure as a youth soccer coach," says Andre Botelho, author of the book Expert Youth Soccer Coaching Guide.

In his groundbreaking report The Youth Soccer Coaching Manifesto, downloaded by more than 4,000 coaches in the first 24 hours alone, he covers topics like:

- How to make training more fun and interesting for the kids;

- How to avoid the most common mistakes youth soccer coaches make;
- How to improve the skills of the players in record time;
- The roles and responsibilities of a youth soccer coach;
- How to motivate soccer players and get 100% out of them.

Andre Botelho's new report, The Youth Soccer Coaching Manifesto, can be downloaded for free at his website. Andre and his report have received critical acclaim from the media, soccer publications and other coaches from around the world. He's been interviewed by several radio, TV shows, newspapers and magazines.

By the end of interviews, reporters are convinced that Andre has the answers. He's a superb interview who will fill readers with information that will be of value to them today and for the rest of their lives.

To schedule an interview with Andre, or for additional information on the news that is the subject of this release (like a copy, bio or Q&A), use the contact information provided. Book Early! During last summer, Andre had to deny some interviews, because there was no more time.

About Expert Secret and Andre Botelho

Andre Botelho is a recognized authority on youth soccer coaching and has already helped thousands of youth coaches from more than 25 countries to put their 'coaching act' together. His free Internet soccer coaching reports and ebooks have been downloaded over 100,000 times.

Expert Secret provides a proven system that allows youth soccer coaches and volunteer parents worldwide to dramatically improve their players' skills and make training more fun in record time. Visit the company site <http://www.soccerdrillstips.com> for more information or leave your questions and/or comments on Andre Botelho's blog at <http://www.soccerdrillstips.com/blog/>.

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