

MIKE FARLEY / MIKE FARLEY'S KICKERS CAMP

# GET POINTS ON EVERY POSSESSION

Win 2 more games this season by re-thinking your kicking game.



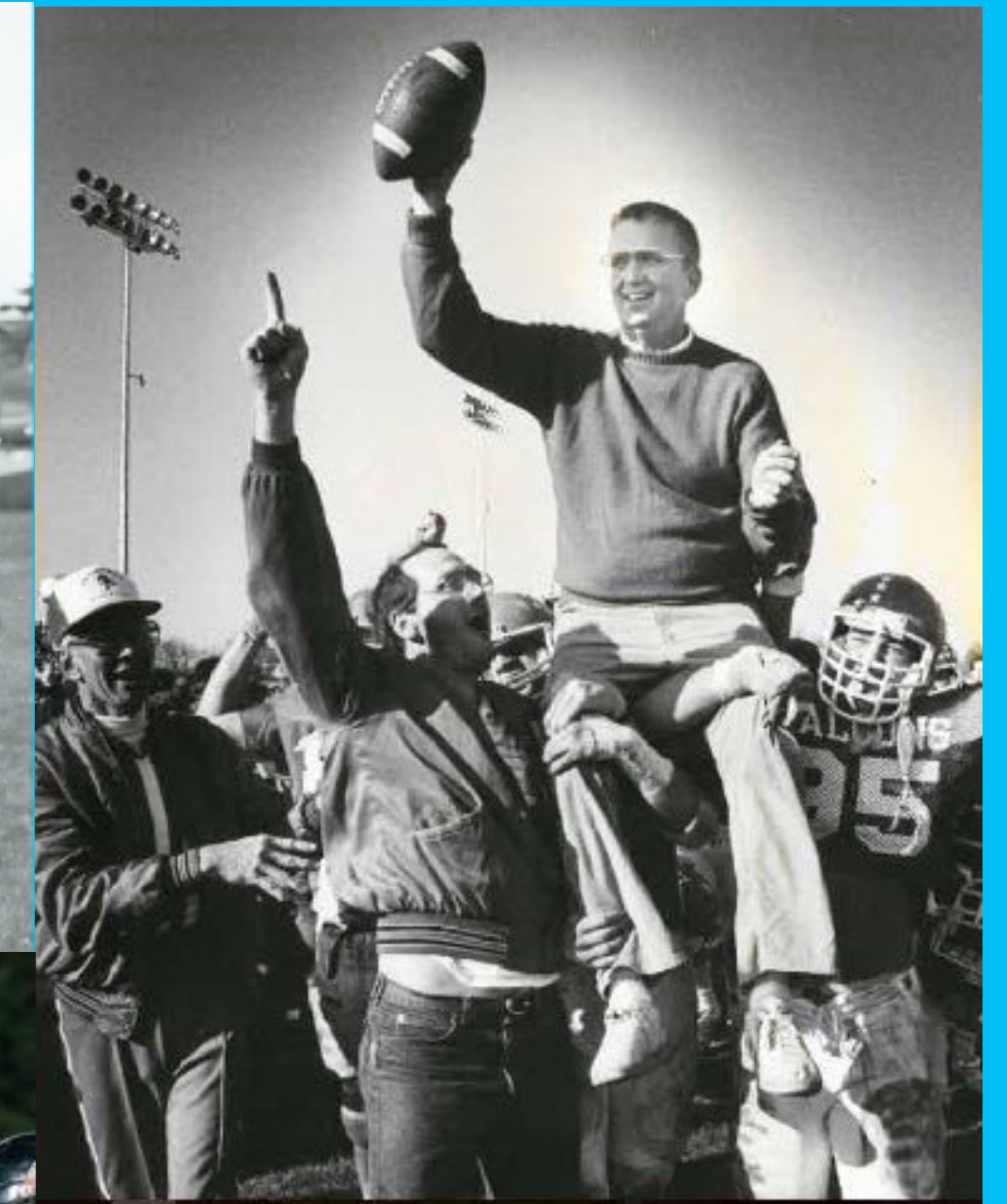
KICKERSCAMP





# MIKE FARLEY JR.

- Played for AFCA HOF Head Coach (UWRF)
- Father “invented” the specialty sports camp
- Wishbone QB for Championship Team in '84
- 3x 1st Team All-Conference Kicker & Punter
- Signed with the Green Bay Packers
- Assistant Coach at Cedarburg H.S. for 17 years
- One of America’s top kicking instructors





# IT'S ALL ABOUT POSSESSIONS

Drive 1	TD	FG
Drive 2	TD	FG
Drive 3	TD	FG
Drive 4	TD	FG
Drive 5	TD	FG
Drive 6	TD	FG
Drive 7	TD	FG
Drive 8	TD	FG
Drive 9	TD	FG
Drive 10	TD	FG

10 70 30

Top Scoring Teams **50/gm**

Average High School Score **23/gm**  
**25+/win**

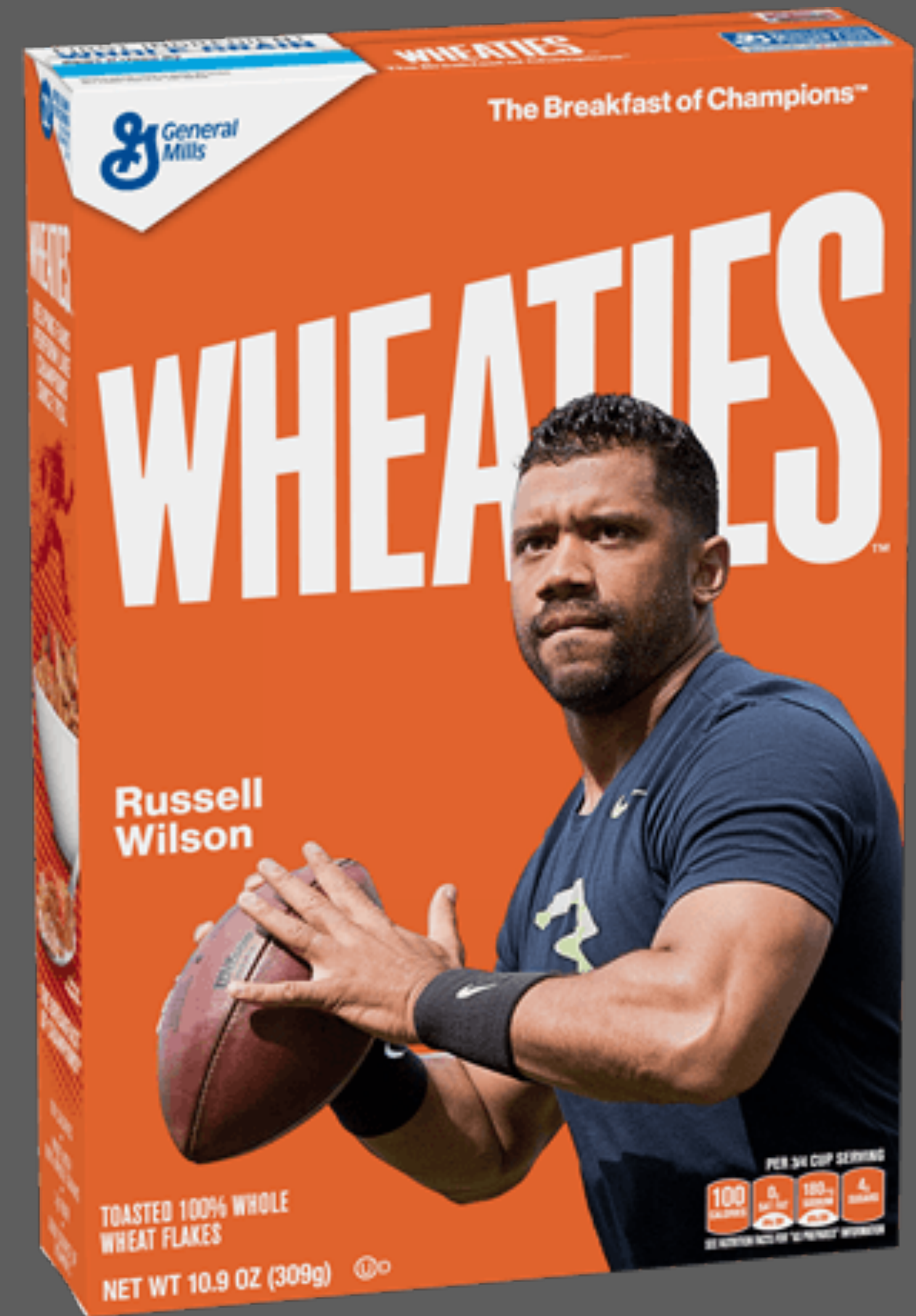
Average 1-score games? **4**





# THIS IS NOT JUST FOR CHAMPIONS

...more crucial for middle-of-the-pack teams.





**THINK POINTS EVERY  
POSSESSION YOU GET.**





**UNDERSTAND...**  
**THE “POSSESSION” IS RARE.**





# DAVENPORT NORTH WILDCATS

5A Group 3 Conference HEAD COACH: Adam Hite  
2-8 record 1-3 conference / 5th place

Davenport West	6	13	L	←	Non Conf. 5-4
Assumption	21	48	L		Non-Conf. 7-3
Marshalltown	35	21	W		Non-Conf. 2-7
Waterloo West	3	19	L	←	Non Conf. 4-5
Davenport Central	49	14	W		2-6-1 / 6th in Conf.
Hempstead	14	21	L	←	4-4 / 3rd in Conf.
Iowa City	13	47	L		6-4 / 2nd in Conf. / Playoff Team
Muscatine	26	28	L	←	Non Conf. 5-5
Kennedy	0	35	L		6-4 / 1st in Conf. / Playoff Team





# 2-WINS OUT OF 5?

4-6-0 record

3rd in Conference

Possible playoffs

Program attracts more kids

2024 looking better for the Wildcats

Coach is happy

Coach's wife is happy





**“SO GIMME MY +2 WINS!”**





# IMPLEMENT GAME CHANGING SPECIAL TEAMS SECRETS

**WERE YOU HERE  
LAST HOUR?**





**WIN TWO MORE GAMES THIS SEASON IMPLEMENTING**

# THE K-ZONE



# WHAT'S THE K-ZONE?





# THE K-ZONE

**IS A ZONE FROM THE GOAL LINE TO THE FURTHEST  
LINE OF SCRIMMAGE THAT YOUR KICKING UNIT  
WILL CONVERT 3 OUT OF 4 FGS IN A GAME.**



# WHEN DO YOU KICK?

PAT  
LOS





# IS THIS YOUR FIELD?

Go for it!

Kick it.

Go  
for it!



# 2 PT. CONVERSION

What's your percentage to make?

3





# WHY DO YOU KICK?

PAT  
LOS



**THINK POINTS EVERY  
POSSESSION YOU GET.  
YOU ONLY GET 10.**





# BETTER THAN 50%

You should “go for it” every time.

3



# YET YOU KICK A PAT

How come?

3





# 3 YARDS

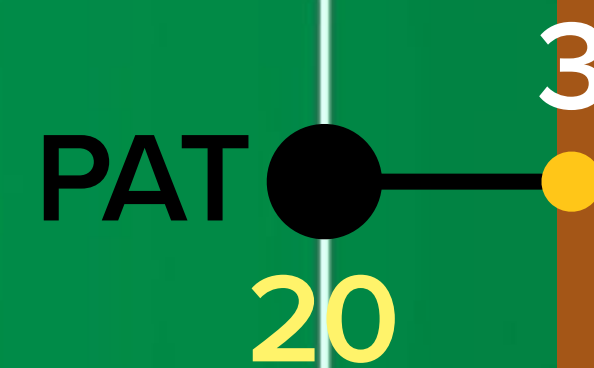
is really tough to get.





# K-ZONE OF 3

You believe your kicker to be better than 3-4 for a PAT.





# K-ZONE PREGAME

Know LOS on both sides of the field prior to KO.

Kicking Zone ● — ● 7

16 TARGET LINE

TARGET LINE

12mph





# EVERY GAME IS UNIQUE

Based on practice & wind, weather & field conditions.





# HAVE 2 NUMBERS PREGAME

LOS going both ways. Can go outside that range based on performance.





# K-ZONE QUIZ

4th and goal on the 7 yard line  
Kick or go for it?

24 FG

7





**KICK IT!**





# K-ZONE QUIZ

4th and 3 on the 7 yard line  
Kick or go for it?

24 FG

7







**KICK IT!**





# K-ZONE TEST

4th and 3 on the 8 yard line  
Kick or go for it?

25 FG

8







**GO FOR IT!\***



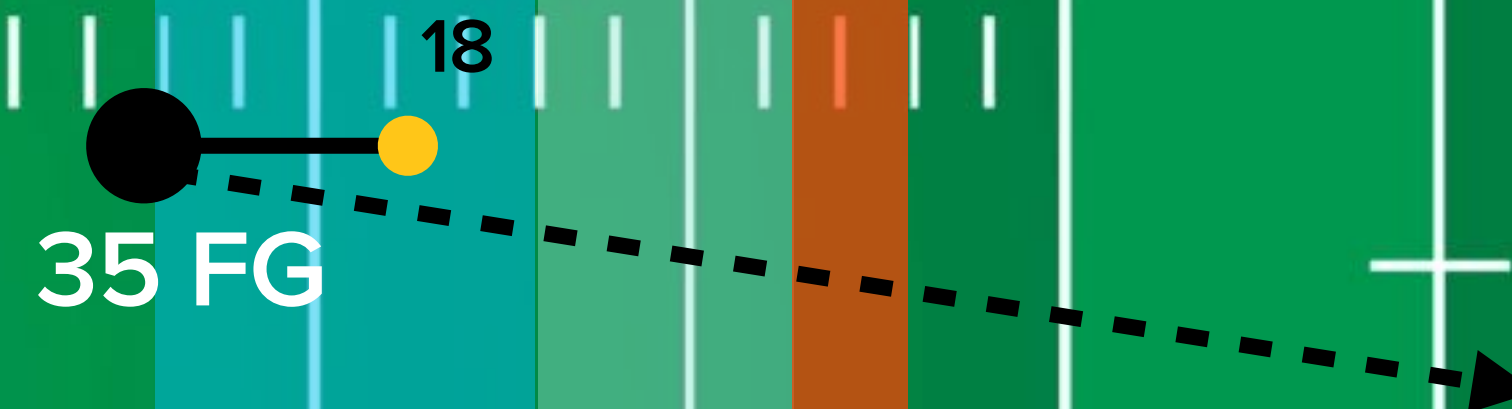






# K-ZONE EXPANSION

High confidence





# K-ZONE BOMB

End of half or End of game

K-Zone of 7

40 FG

23





# GOT A GREAT KICKER?

4th and 2 on the 30 yard line  
Down by 3 pts. Kick or go for it?

K-Zone of 30

47 FG

30







# WHAT SHOULD COACH CAMPBELL HAVE DONE?





# WHAT ABOUT FAKES?

**“FAKE FIELD GOALS SELDOM WORK  
IF YOU NEVER TRY A FIELD GOAL.”**

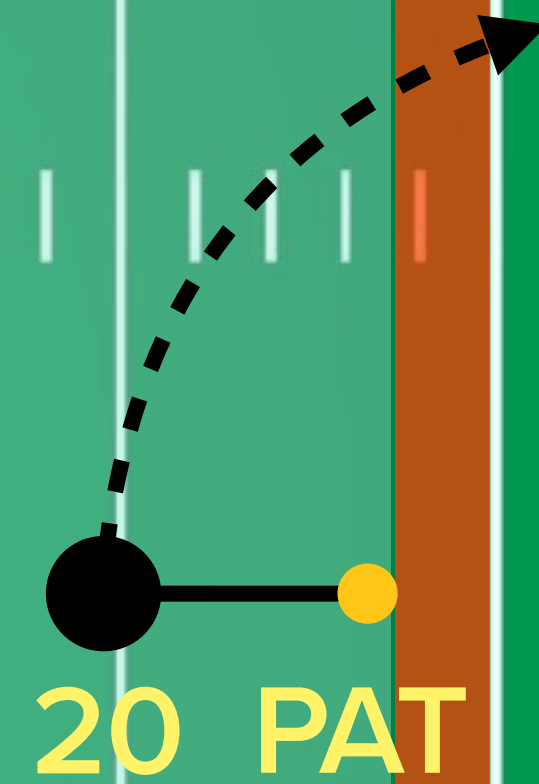
**— K-ZONE**





# FG FAKES

Got a good  
fake FG or two?



FAKE ZONE IS  
YOUR K-ZONE





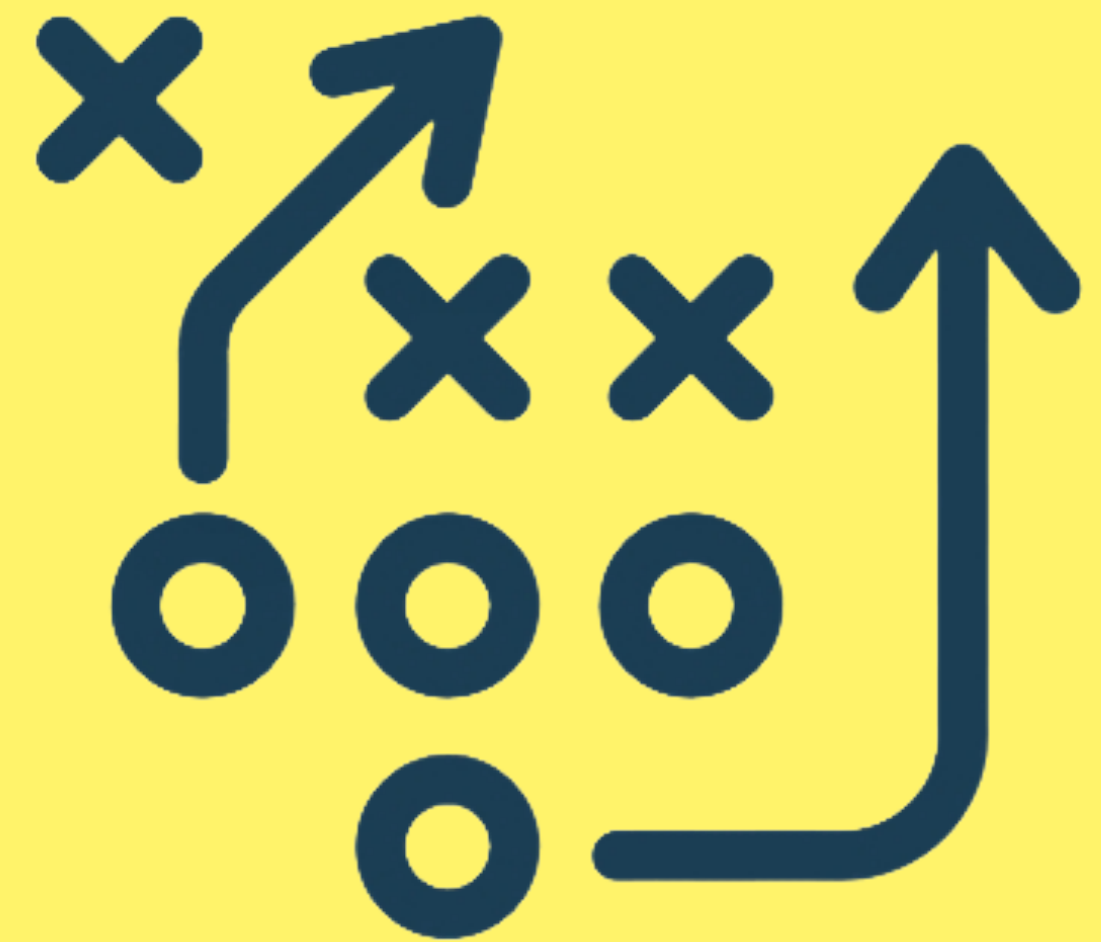
# FG FAKES

I got a plenty.





# DON'T SAVE YOUR TRICK PLAY.





**STAY ON THE GAS.**  
**GET POINTS ON EVERY**  
**POSSESSION.**





# WHAT IF YOU MISS?

What did it actually cost?





# WHAT IF YOU MISS?

WORST:

What did it actually cost?





# WHAT IF YOU MISS?

What did it actually cost?

**WORST:**

- One of your possessions is now a **zero**.





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What did it actually cost?

## WORST:

- One of your possessions is now a **zero**.
- Cost you time.





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## BEST:





# WHAT IF YOU MISS?

What did it actually cost?

## WORST:

- One of your possessions is now a **zero**.
- Cost you time.

## BEST:

- Opponent knows you will **kick or trick**.





# WHAT IF YOU MISS?

What did it actually cost?

## WORST:

- One of your possessions is now a **zero**.
- Cost you time.

## BEST:

- Opponent knows you will **kick or trick**.
- Will be on-guard all game for 5% of your playbook.





# MISSED FG

Feels like dodging a bullet.





# WHAT IF YOU MAKE?

What did it produce?





# WHAT IF YOU MAKE?

WORST:

What did produce?





# WHAT IF YOU MAKE?

What did produce?

**WORST:**

- You now have 3 points instead of 7 points.





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- Kicking unit with success under their belt.





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- Kicking unit with success under their belt.
- Confidence to do it again and again.





# WHAT IF YOU MAKE?

What did produce?



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- You now have 3 points instead of 7 points.

## BEST:

- Opponent knows you will **kick or trick**.
- Will be on-guard all game for 5% of your playbook.
- One of your 10 possessions got points.
- Game score is now unusual and forces coaches to make harder decisions under game stress.
- Kicking unit with success under their belt.
- Confidence to do it again.
- You're kicking off... again.



**K-ZONE TARGET LINE...**

**UNDERSTAND IT  
& IMPLEMENT IT.**





**CONGRATS ON YOUR 2+  
WINS THIS SEASON!**

**YOU'RE WELCOME.**





# Q&A

- 5/24 NORTHSORE COMBINE
- 6/1 EAU CLAIRE K & P CAMP
- 6/8 APPLETON K & P CAMP
- 6/15 WAYZATA K & P CAMP
- 6/21 PLYMOUTH KICKERS CAMP
- 6/22 SPARTA K & P CAMP
- 6/28 WEST BEND K & P CAMP
- 6/29 GRINNELL K & P CAMP
- 7/6 LA CROSSE KICKERS CAMP
- 7/13 RIVER FALLS K & P CAMP
- 7/13 MIDWEST K & P CHAMPIONSHIP

Send your kids to [kickerscamp.com](https://kickerscamp.com)

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**KICKING & PUNTING  
CHAMPIONSHIP**

