



MATT MURPHY

CLIENT: Game Plan
PROJECT: B2B website
OBJECTIVE: Update website copy for the country's leading athlete education and employment platform
SUMMARY: To reflect the growth of its business due to a series of M&As, Game Plan re-engaged me to update certain pages of its website, all of which I had previously written prior to the company's rapid expansion
WEBSITE: <https://wearegameplan.com>

Guiding the Journey of the Athlete on and off the field

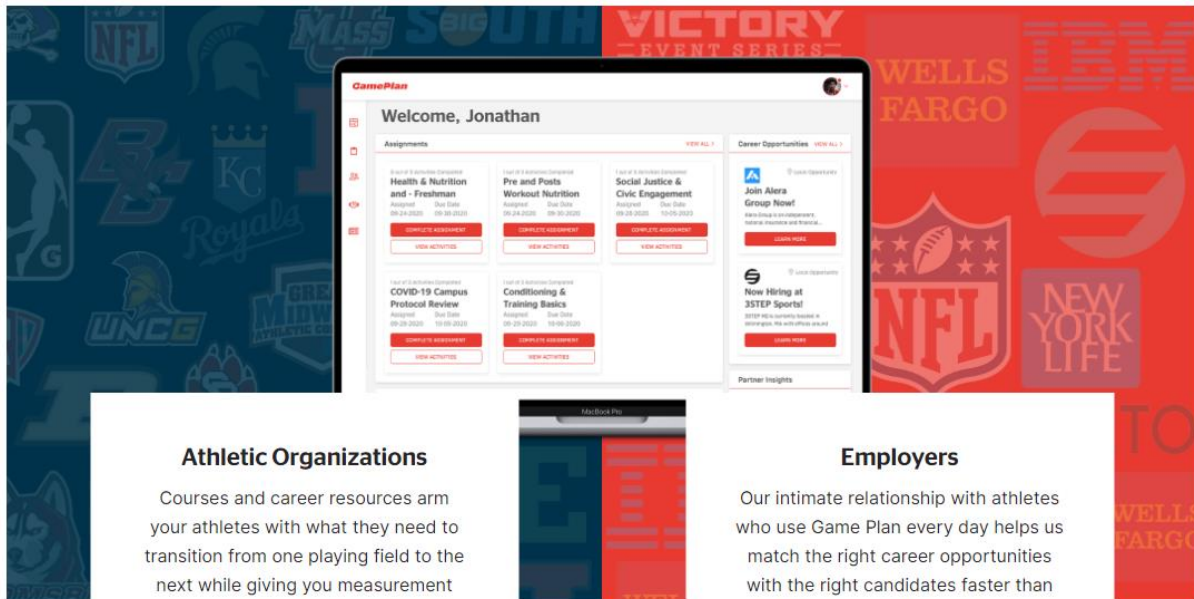
From high school to the pros and beyond, Game Plan is with them every step of the way.

[Learn more](#)

Our Focus is your Advantage

Game Plan follows athletes throughout their journey from high school to their post-playing days. Our ongoing interaction through eLearning content and career resources critical to their growth gives us an unmatched understanding of this group.

That, in turn, gives our partners unique benefits they can't find anywhere else.



Athletic Organizations

Courses and career resources arm your athletes with what they need to transition from one playing field to the next while giving you measurement tools to track progress and ROI.

[Learn more](#)


Employers

Our intimate relationship with athletes who use Game Plan every day helps us match the right career opportunities with the right candidates faster than any other platform.

[Learn more](#)

User-friendly, comprehensive, measurable


Game Plan is an advanced, yet intuitive platform for athletes, institutions, and employers.



e-Learning & Assessments

Relevant, on-demand subject matter on key topics


[Learn more](#)



Career Services

Industry-leading job board, applicant tracking, and engagement data

[Learn more](#)



Mentorship

Athlete personality assessments to guide academic and career pursuits

[Learn more](#)

[Schedule a Free Demo](#)



OUR MISSION

Guiding 100% of Athletes Through Their Journey

Our learning management system (LMS) is built by athletes for athletes. It complements existing growth and development initiatives offered by schools and professional sports organizations. Agility and accessibility are critical, which is why our platform uses sophisticated, mobile-first technology to engage modern athletes.

[Learn more](#)

Who's using Game Plan

We're proud to support hundreds of brand and athletics partners and tens of thousands of athletes across the country.

100,000+

Athletes engaged in eLearning

350+

Athletic Organizations subscribed, plus all 525 NJCAA schools

750,000+

Open jobs offered specifically for athletes

Latest Articles

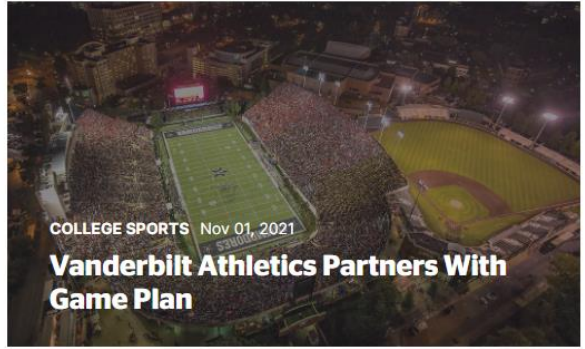
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COLLEGE SPORTS Nov 01, 2021

University of Louisville Athletics Partners With Game Plan

“One of our core beliefs is supporting our student-athletes and teaming-up with Game Plan provides another tool for our UofL student-athletes to learn and grow through life skills development, mentoring, and career services.”



COLLEGE SPORTS Nov 01, 2021

Vanderbilt Athletics Partners With Game Plan



COLLEGE SPORTS Nov 01, 2021

University of California at Irvine Partners With Game Plan

GP GamePlan

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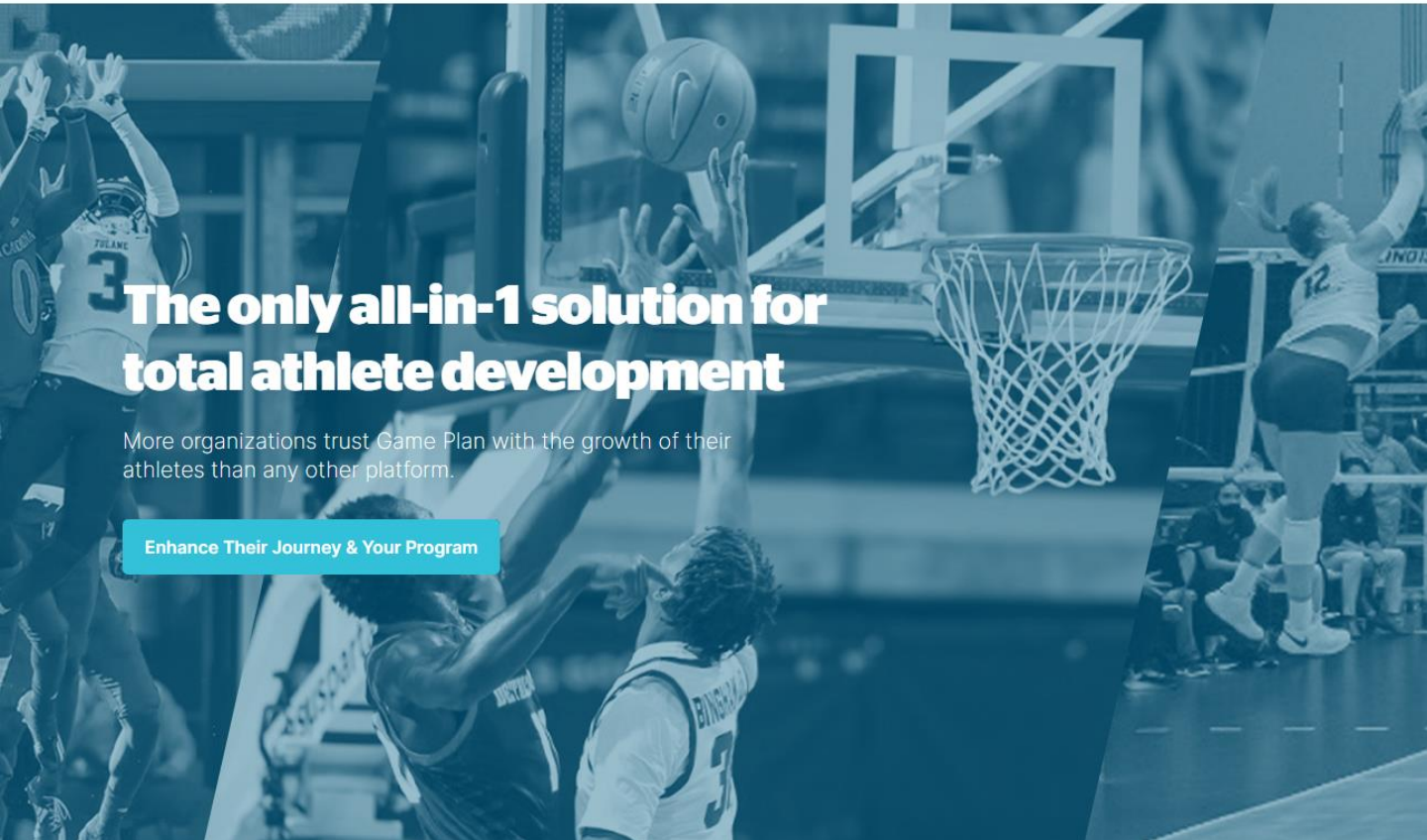
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The only all-in-1 solution for total athlete development

More organizations trust Game Plan with the growth of their athletes than any other platform.

[Enhance Their Journey & Your Program](#)

Build a program based on your goals

We've partnered with industry thought leaders and EdTech experts to create a tool that's as adaptable to your needs as it is effective in meeting them.



eLearning Courses

- ✓ **Best-in-class content:** Modules utilize interactive and engaging curriculum design across a wide array of key development topics
- ✓ **Knowledge checks:** Mandatory quizzes ensure comprehension and accountability
- ✓ **Open to all:** Accessible to every athlete in your program
- ✓ **Flexible model:** With bundling options to support multiple areas of need within your athletic department



Full Platform

- ✓ **Complete content library:** Access to all eLearning courses by all athletes
- ✓ **Assessments:** Gauge personal and career interests to improve decision-making
- ✓ **Career services:** The #1 portal for athletes to land full- and part-time jobs
- ✓ **Virtual mentorship:** Connects athletes with invaluable industry mentors
- ✓ **Landing page:** Customizable, branded webpage exclusively for your program

[Find the right option for you](#)

Convey critical subject matter

Game Plan teaches athletes of all levels what they need to know to boost their performance, comply with policy, and succeed in and out of sports.

Social Justice

Sexual Violence Prevention

Mental Wellness

Financial Literacy

NIL

Sports Wagering

Brand Building

Time Management

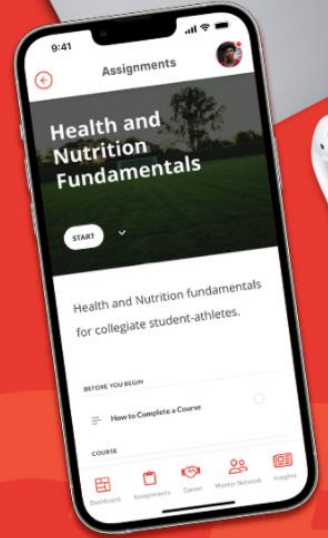
Social Media

Compliance

NCAA Legislation

Academic Success

[Learn More About These & Other Topics](#)



Scale education, incentivize personal development, boost ROI

Game Plan's user-friendly digital platform makes it easy for athletes to get on board. This gives them a leg up over the long term while benefitting your broader institution as well.

Transition Support

Prepare athletes for the rigors of college, the pros, and their post-playing days

Communication

Simplify engagement and education through a single channel

Mobile-First

Deliver courses and job opportunities at scale across all devices

Microlearning

On-demand content takes just minutes to consume during their already-busy days

Personality Assessments

Strengthen their self-awareness to help them take control of their own growth

Measurement

The only platform of its kind to track their participation, comprehension, and sentiment

Brand Ambassadors

Cultivate generous alumni, strong brand representatives, and even better people

Recruiting Tool

Blue-chip prospects recognize the unique value this brings throughout their journey

Revenue Generation

Demonstrate value to donors and open doors to new sponsorship partners

Mission

Align your business's overarching mission with their strengths and career aspirations

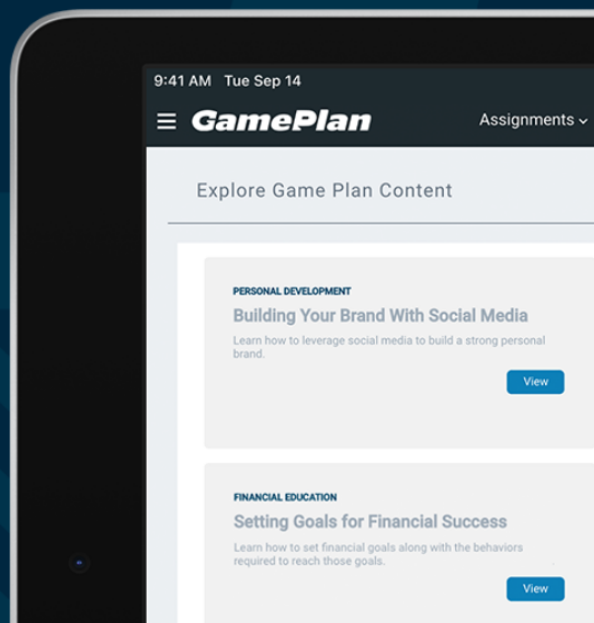
Professional support for professional athletes

Game Plan supports the journey of the athlete beginning as early as high school. For some, transition to the professional world doesn't leave the playing field. We're there for them, too.

Game Plan gives teams, leagues, players' unions, and other properties the tools to support their athletes' ongoing development as players and as people. Subject matter covers key needs at the pro level, with advanced measurement functionality ensuring that it clicks and sticks.

Then, when their time as professional athlete concludes, our career portal provides exposure to exciting new opportunities and helps ease the transition to life after sport.

[Explore Game Plan for Pros](#)



From development to employment

Game Plan doesn't just prepare your athletes for the next step. It actively carries their journey forward by connecting them with employers who understand their exceptional value.

Free for athletes, the career portal is easy to set up and begin using right away.



Create Profile

Athletes customize their own profiles in minutes, including career interests, location, college major, and other valuable info for recruiters



Upload Resume

Alongside traditional resumes, they can also add content such as a profile picture and intro video to convey their skills to interested employers



Search for Jobs

Their access to thousands of jobs posted by hundreds of companies begins instantly, with opportunities to connect directly through the platform

Partner success stories

The premier platform for athlete development, Game Plan is being used by organizations of all levels from coast to coast.



"Game Plan has been a great partner. Not only are they open to what we want to do, but they are also extremely supportive of us. They work with us in determining the best way to reach our people."

[Learn More](#)

KC Royals

Director Professional Development



"Game Plan has provided a format to keep track of jobs opportunities and companies looking to hire our student-athletes. It acts as a one stop shop more specifically tailored to the student-athletes' needs, and provides a unique platform where our student-athletes can find resources."

[Learn More](#)

Purdue Athletics

John Wooden Leadership Advisor



"Working with Game Plan has allowed us to consolidate programs we'd like to offer players into one platform. As we continue exploring other offerings of Game Plan, it will allow us to fully support the player's journey."

[Learn More](#)

NBA / NBA G League

Senior Manager of Player Development

[See More Partner Wins](#) »

Elevate their development starting right now

Game Plan offers your athletes the guidance and services they need to take advantage of the opportunities they're given. The sooner you begin raising their ceiling, the sooner you begin taking your entire organization to the next level.

[Get in Touch](#)



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