

## CHAMPIONS **101** INTRODUCTION EMAIL FOR ATHLETES

Copy and paste the template below in an email to your athletes. Be sure to replace the **bold/colored font** with your individual information.

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Hello **(fill in school or mascot name here)** athletes! I'm sending you this message to let you know about a valuable new resource we're making available to anyone playing a sport at our school, including you! Champions 101 is an online sports performance and leadership program built to help you get the most out of your athletic experience. We believe playing the game has so many winning lessons to teach and so many winning skills to build for those who take advantage of it. Champions 101 was created to help you do just that.

As an athlete, you spend a ton of time training the athletic and sport-specific skills you need to reach your potential. But just as your body needs developed, so your mind does, too. Champions 101 provides important mental performance training designed to help you become your best. You have free access to the online library of Champions 101 courses and materials. All you have to do is create your personal account. **Simply click the Champions 101 icon located on our athletic website to get started.**

Our goal here at **(fill in school name)** is to win championships, but our purpose is to develop champions – to use the game to help you become someone worthy of winning, on the playing field and beyond. This experience is bigger than just playing, and it's about more than just winning. It's preparing you to be your best in sports and in life. I hope you'll take advantage of this valuable new resource, and keep learning how to do what champions do!

**Your Signature**

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**\*You can replace this sentence if you wish to share your Enrollment Link instead: "Simply click this link to get started: \*paste Enrollment Link here"**

Need help formatting this template for your personal use? We're happy to assist! Let us know at [support@champions101.com](mailto:support@champions101.com)