



# THE DEFENSIVE BACK FACTORY

**Elite Defensive Back Development (CB • S • Nickel)**

Built by a Defensive Back Coach | Ages 8+

**Train with intention. React with confidence. Lock it down.**

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## Meet Your Coach

**Adrian Frye**

Current CFL Defensive Back | Founder, The Defensive Back Community

I'm a current defensive back who plays for the Ottawa RedBlacks in the Canadian Football League. In the off season I am a defensive backs coach who specializes in developing confident, disciplined, and intelligent secondary players. I've seen firsthand how often defensive

backs are trained with drills that don't translate to real game situations. I've also seen how easy it is for well deserving players to be overlooked due to a lack of preparation.

That gap is why **The Defensive Back Community** exists.

This program is built specifically for cornerbacks, safeties, and nickel defenders who want detailed, position-specific development. We focus on technique, football IQ, and situational awareness—so athletes can play fast, trust their training, and make plays when it matters most.

**Our goal is simple:**

To develop defensive backs who can cover, tackle, communicate, and compete—while staying healthy, confident, and prepared.

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## Program Name

**The Defensive Back Factory**

*Building students of the game. Creating Playmakers.*

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## PROGRAM STRUCTURE (3-PILLAR SYSTEM)

### 1. ON-FIELD DEVELOPMENT

Position-specific training for defensive backs.

- Speed, agility, and hip mobility development
  - Press & off-man coverage techniques
  - Man & zone responsibilities
  - Footwork, transitions, and leverage
  - Ball skills, tracking, and finishing plays
  - Tackling fundamentals & run support
  - Game-speed reps & accountability
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### 2. FOOTBALL IQ & PERSONAL DEVELOPMENT

Teaching athletes how to think like elite defensive backs.

- Coverage recognition & route concepts
- Film breakdowns & chalk talks

- Eye discipline & pre-snap essentials
  - Establish personal DMO plan (Discipline • Method • Operation)
  - Habit building on & off the field
  - Seasonal and yearly preparation planning
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### **3. THE DEFENSIVE BACK COMMUNITY (SKOOL APP)**

Your private, invite-only online community. **Included FREE with active training enrollment.**

Inside the community:

- Weekly Football IQ lessons
- Film study: offensive concepts & defensive coverages
- Live Zoom Q&A sessions with coaches & experienced athletes
- Training updates & announcements
- Parent education (recruiting basics, NCAA info, NIL awareness)
- Accountability challenges & athlete recognition

*\*\*This community will transition into a paid subscription in the future. Current members will be grandfathered at no additional cost.\*\**

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## **PERFORMANCE TRACKING & DEVELOPMENT**

- Progress evaluations every 6 weeks
  - Speed, agility, and coverage benchmarks
  - Individual athlete tracking
  - Camp & combine preparation (Spring/Summer)
  - Transparent progress updates for parents
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## **EDUCATION & LONG-TERM GUIDANCE**

- NCAA eligibility & recruiting education
  - NIL awareness & early preparation
  - Understanding recruiting timelines
  - Teaching athletes how to prepare early—not late
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## WHO THE DEFENSIVE BACK FACTORY IS FOR

- ✓ Cornerbacks, Safeties, & Nickel defenders
  - ✓ Ages 8+ (youth through high school)
  - ✓ Athletes serious about development
  - ✓ Families who value structure, discipline, and mentorship
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## HOW TO GET STARTED

We've created a simple step-by-step guide:

- **Start with a FREE DB Evaluation to see where you stand. [Click Here](#)**
- Training schedule
- Pricing options
- Payment methods
- Registration process

**Training Schedule:**

WHERE BALL PLAYERS BECOME PLAYMAKERS

Adrian Frye

REDBLACKS

23

ME MISSING ELEMENT

AGES 8 & UP

**BALLHAWK**

**DB TRAINING**

**WEDNESDAYS**

BEGINNER SESSIONS - 4PM OR 6PM  
ADVANCED SESSIONS - 5PM OR 7PM

**SATURDAYS**

BEGINNER SESSIONS - 12PM  
ADVANCED SESSIONS - 1PM

**SUNDAYS**

BEGINNER SESSIONS - 1PM  
ADVANCED SESSIONS - 2PM

**Coach Frye**  
Current CFL Defensive Back  
W/8YRS OF TRAINING EXPERIENCE

**CONTACT US @ 713-576-9076**

**Group Training Service Options**

<p><b>Single Position Session</b> (DB Position Training Only)</p>	<p><b>Position Packages</b> (DB Position Training Only)</p>	<p><b>Discount Bundle Packages</b> (Athletic Development + Position Training)</p>
<p>No Contract</p>	<p>No Contract</p>	<p>Contract with Auto Draft</p>
<ul style="list-style-type: none"> <li>• \$45 per session</li> </ul> <p><a href="#">CLICK HERE</a></p>	<ul style="list-style-type: none"> <li>• \$320 (8 sessions – expires in 6 weeks)</li> <li>• \$475 (12 sessions – expires in 8 weeks)</li> </ul> <p><a href="#">CLICK HERE</a></p>	<ul style="list-style-type: none"> <li>• Pricing varies</li> </ul> <p><a href="#">CLICK HERE</a></p>

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**Line up. Lock in. Make the play.**