

THE GAME PLAN



THE GAME PLAN

PLAY THE SPORT YOU LOVE.
CREATE A BRAND THAT LASTS.

HENRY J. BELL JR.

EPYC BRAND

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First Printing, 2023

PRAISE FOR HENRY

“I first partnered with Henry when I was a Brand Marketing Manager at adidas and trying to get our grassroots football presence off the ground, Henry approached me with the idea of sponsoring his B2G 7on7 program. What started as a sponsorship quickly became a partnership, largely due to Henry’s knowledge and understanding of the grassroots football community, and what adidas could do to be relevant to young athletes. Henry’s vision and drive really helped put adidas on the map in American football.”

~Ajay Date

“HENRY is a Visionary who I partnered with (B2G) during my tenure at NIKE - and We advanced the American Football ecosystem for Training and off-season competition. Mr. BELL’s PASSION, PEOPLE Skills as well as POSITIVE Temperament is what makes him a Dynamic Leader.”

~Drew Greer

“Henry is a transformative leader. At the age of 21, he never shied away from hard work, leading by example or convincing others to join him on a quest to be great.”

~Akin Ayodele

“Henry is a high school friend of mine. I’ve admired his dedication to connect, inspire and mentor young people. Henry’s knowledge is great for people at any age to hear on how to build your brand and put yourself in the best situation.”

~Keith Heyward

PRAISE FOR HENRY

“Henry provides a perspective that many young athletes can appreciate. His understanding of the high school and collegiate sports systems will encourage and enlighten student athletes and parents alike. Mr. Bell reminds us all that we have the power to give back in more ways than one”.

~Gary Sonkur

“Obviously everyone wants to be successful, but I want to be looked back on as being very innovative, very trusted and ethical and ultimately making a big difference in the world.” ...this is who Henry is to me. A go-getter and not for the sake of getting but to make a difference with whatever he does.”

~Spencer Gray, MPA

Henry pioneered the development of the high school athlete not only from a skill development standpoint but provided consistent competition that raised the level of physical conditioning as well!!! Henry and the B2G Team provided structured, constructive activities that emphasized discipline, encouraged ambition, and put a spotlight on how the student athlete could take control of their future as it pertained to being recruited.

~Monté L Nash

When you talk about a game plan on how to become a great high school football player AND earn a NCAA Division One, Power Five scholarship, no one has experienced, seen, and delivered more than Henry Bell. His insights, know how, passion and inside connections has helped thousands of athletes obtain their dreams and hopes on the grid iron. There is no doubt that his book ‘The Game Plan’ will give many a competitive, strategic, and tactical edge in the pursuit of advancing their opportunities which ever sport they choose.

~Damon Haley

Henry and his team (B2G) provided one of the most competitive sports training programs in Los Angeles. In a community riddle with single parents, B2G helped young boys and teens play at a high level. Some of the athletes including my son Khalfani Muhammad, received a full football scholarship to Cal Berkeley and was drafted by the Tennessee Titans.

~Malik Muhammad

PRAISE FOR HENRY

My experience with Henry has been watching him as college athlete, trainer, mentor to young men, husband and father. His commitment to helping others reached their highest potential is unmatched. I look forward to THE GAME PLAN and how it will change lives.

~Johnel Barron

*"If you only ever give 90% in training then you will only ever give 90%
when it matters."*

-Michael Johnson

ACKNOWLEDGEMENTS

I want to thank all those who've been with me throughout my journey. First, my parents Henry and Shirley Bell, for always supporting me and my goals to become a collegiate athlete. I never heard my parents complain about taking me to practice or driving three hours for one of my games. You two always found ways to encourage me when I was down or facing adversity. Even though you didn't know much about the game of basketball and football, you understood what it takes to be successful regardless of the sport. Instilling in me Christian values, a strong work ethic, and a never quit mentality is still the driving force behind everything I do today.

I also want to thank my brothers, James and Darren Bell, for protecting me from the mean streets of Los Angeles. Keeping me away from drugs and gangs while providing me with the tools I needed to be successful on and off the field. With my older brother's wisdom, I was able to make a sound decision to play football, which ultimately gave me the opportunity to play at Purdue University. My brothers always inspired me by the way they carried themselves, how they connected with people, and found ways to be successful in every endeavor they set out to accomplish. I lost my older brother James Bell at 26 years old. His legacy lives on through me and Darren Bell. One day we'll be worth \$14 Billion!

Team Montclair Prep

If it wasn't for Mr. Greg Jones, my journey in sports would've looked a lot different. Mr. Jones saw something in me that I didn't see in myself. He took me in as one of his kids during my time at Montclair Prep, and always made time to share his knowledge about life and the game. I wouldn't be in the position I am in today without his guidance.

Reggie Smith Jr. was my defensive back coach, and is one of my closest friends today. Reggie spent countless hours outside of practice teaching me the fundamentals of the cornerback position. His time spent with me gave me a foundation of success that I was able to share with others over my 15-year tenure at B2G. Reggie was also instrumental in the creation of B2G Sports.

ACKNOWLEDGEMENTS

To The Men Who Shaped Me

To Ron Allen, Damon Haley, Drew Greer, Chris McGuire, Mark Daniels, Ajay Date, and my Spaulding Street family, a special thank you!

Without my partner, Ron Allen, B2G would've been just a great idea. Ron and I were teammates at Valley College, and later roommates after college. Ron's leadership and business savvy was far beyond our years. I always thought of Ron as one of the smartest people I know. Together we built something special that has forever changed the landscape and ecosystem of high school and college football forever! There's no way I could've achieved this type of success without you.

Damon, you have always been an inspiration to me. From our long talks about life, to challenging me to be a better businessman, husband, and father. I always walk away from our talks more enlightened and ready to conquer my day; and for that, I thank you.

Drew, you've become my big brother. You've dropped so much knowledge on how to approach the business side of the game over the last 20 years I've known you. You're the most important factor in the success of B2G, and the brand we created. Without you, B2G wouldn't have risen to the top of the camp industry.

Chris McGuire, Mark Daniels and Ajay Date, thank you for trusting two 20-something entrepreneurs with helping develop the adidas Grassroots Football Program. The knowledge gained from our 5-year partnership was invaluable. B2G becoming the flagship program of adidas gave us the legitimacy the camps and off-season training needed. Our partnership reshaped the camp industry for many years to come. Thank you for believing in us!

Lastly, I want to thank my wife, Jennifer Bell, and my daughter Jade Bell. Jennifer, you have supported me on this book journey for 8 years now. You never questioned my process or the time it took me to finally finish this book. You just trusted that it would happen. Now it's HAPPENING! You're the rock of our family and my WHY. I love you so much, and I thank you for supporting me.

Jade, we grew up together. Although 19 years apart, I was a boy when you were born. A boy who didn't really know his place in the world. The one thing I did know, was I loved and missed you so much when I was away at school. As we gotten older, I watched you blossom into a beautiful and independent woman. I'm proud of your journey, and I'm grateful to have you in my life.

FOREWORD
by
Richard Kevin Sherman

About Richard Kevin Sherman: Born in Compton, California, Richard graduated from Stanford University 2010, and was drafted by the Seattle Seahawks in the fifth round of the 2011 NFL Draft. He has been selected to the Pro Bowl five times, and voted All-Pro five times, including three times to the first team. He led the NFL in interceptions in 2013, when he also helped the Seahawks win their first Super Bowl. Richard was named to the NFL 2010s All Decade Team in 2021.

*

When Henry Bell asked me to write a foreword for his book, *The Game Plan*, I took it as a major honor. It was something that I haven't done before, but how could I say no to Henry? In a lot of ways, what's taught in this book helped shape my 12-year career in the NFL. The underlining principles of getting good grades, seeking competition, mastering your weakness, and giving back to your community are all things I learned throughout my time working with Henry and his former organization, B2G Sports.

In the Summer of 2002, my brother and his teammates were invited to the B2G Elite Camp in Thousand Oaks, California. This was when I first met Henry and his business partner Ron Allen. My brother and I were major football fanatics, and this camp was the first time we were able to experience what it would be like to play major college football.

FOREWARD

Looking back, what Henry and Ron were doing with the B2G Elite Camp was a first of its kind.

Growing up in Compton, California, we never heard of a football camp that modeled the first week of a fall college football training camp. Every boy invited stayed in college dorms for three days and three nights. The camp focused on teaching us what it takes to excel on and off the field as a collegiate athlete.

Every day at the Elite Camp was a grind. We had two-a-day practices and ended each practice with a competitive 7on7 competition to cap the day off. The final day of the camp was a full 7on7 competition that B2G coined “The A-Game”. It would become the event that pioneered and changed the culture of youth and high school off-season training forever.

Today, if you look around the youth and high school camp circuit, you’ll see the camp model created by B2G used by the top camp producers and 7on7 organizers. Henry and Ron are the founding god-fathers of the Invite-Only and 7on7 Camp model you see today.

When I was only a sophomore in 2004, B2G finally invited me to compete at the camp. That year, the best of the best in California were in attendance. Although my talent was not quite there yet, Henry and the B2G staff were gracious enough to allow me to participate. Having the opportunity to attend the B2G Elite Camp was not only a huge boost to my confidence, but a major boost for my career. All the athletes there were bigger, stronger, more developed than me. But that didn’t matter, I held my own, and the B2G coaches were just as tough on me as the rest of the top recruits.

I returned to the camp my junior and senior year, and showed marked improvement each time. Each year I took on the challenge to

work on the weaknesses in my game. I was always a two-way athlete—I'd spend one year practicing with defensive backs, and the next year working with the receivers. The summer of my senior year, I worked with both groups.

I developed the mindset of becoming the best athlete at whatever position I played. The way I approached the game at that age developed the mentality to always seek competition, to test the limits of my abilities, and put in the work to achieve the lofty goals I set for myself.

It's hard to put into words the growth and impact this camp had on me during this time. There was no other experience I can point to during my high school career that had a bigger impact on my career than the B2G Elite Camp. The competition, breakout sessions, film studies, and the relationships that were created gave me a huge confidence boost, and strengthened my ability to compete at a high level in high school, college, and in the NFL.

The B2G Elite Camp was a sink or swim environment. Designed to bring the highest competitiveness possible. You had to bring it every day. If you didn't rise to the competition or approach the game like you already made it, it was guaranteed that you'd get embarrassed.

B2G created an atmosphere where elite athletes could test the limits of their abilities, and now Henry has put that same formula in this book. *The Game Plan* is necessary for today's male and female athletes. This book bridges the gap for not only student athletes, but also for parents who have never gone through the recruiting or the player development process of preparing their student athlete for the challenges of college sports.

Whether it's a Division I, Division II, Division III or NAIA Sports, this book will guide you on your journey to play and thrive at the

collegiate level. After reading *The Game Plan*, you'll understand what it takes to compete well at the college level. You'll understand how to navigate the challenge, and avoid the pitfalls every athlete will face at some point in the process. *The Game Plan* walks you through the importance of working on your weaknesses during the off-season, and gives you solutions on selecting the right college without making it an emotional decision.

Henry has had a tremendous impact on not just me, but thousands of athletes who attended his program for over 15 years. Henry's philosophy and approach to the game has pushed me to achieve the unthinkable. Coming out of high school, I was only considered a 3-star athlete. But in my mind, I always believed I was the best player on the field. More importantly, my family always preached academics over athletics. So, when the scholarships offer started to roll in, I was more than prepared to commit to Stanford University.

While growing up in Compton, there were always distractions that I had to avoid in order to achieve my goals. But distractions can be relative to your surroundings. What's universal is being disciplined and holding yourself accountable with every choice you make. *The Game Plan* outlines exactly what it will take for you do just that. So, be focused, disciplined, and practice personal accountability. This is what builds a solid foundation for not only for a successful career in sports, but a successful career in any endeavor your life's journey takes you.

“A leader is one who knows the way, goes the way, and shows the way”
-John Maxwell

MY JOURNEY

Let's start with an overview about myself. When I entered high school as a ninth grader, my only goal was to make the varsity basketball team. I attended El Camino Real High School in Woodland Hills, California. But, I acted out in class and didn't take school seriously, so I was forced to transfer to Hamilton High School during my tenth-grade year. That spring, a couple friends and I were invited to play in a pick-up game at Montclair College Prep in Van Nuys, California.

When the game was over, the basketball coach asked my friends and I if we'd be interested in transferring to Montclair to help lead the team to a championship. I talked to my parents about the opportunity, and with their blessing, I attended Montclair Prep for my junior and senior years of high school.

Basketball was my first love, and I put major time and energy into training and pushing myself to get better every single day. Playing football was never a consideration for me when I first started high school. Like many other boys, my dream was to become the next Michael Jordan. But I was far from the 6'6" athlete prototype; and I hadn't even played varsity ball as a sophomore. I was a 5'8", 160-lb. point guard who averaged seven points-per-game, coming off the bench.

I grew up in a lower middle-class family, and the idea of saving for college was not in my parents' plans. Like many Americans, my parents lived paycheck-to-paycheck. Due to their circumstances, the only way to achieve a higher education was through a local two-year community college. With this as my reality, I knew obtaining a sports scholarship was my only option for attending a four-year college. I set another major goal for myself: To be the first in my family to go to a university.

I trained extra hard and was very determined to accomplish my goal. I made sure to practice daily, and attended events that would help me to get better, and to be noticed on the basketball court. I had learned, as it is in all sports, that inevitably, your coach will decide to change the original game plan in order to win.

From ages 6 to 13, I'd always played multiple sports, including baseball and football. So, like a good coach would, in order to achieve my goal, I decided to change my game plan of playing basketball to focusing solely on football.

After speaking with my former coach, Greg Jones, and my older brother, James "Squeek" Bell, I felt confident that football would provide me with the best chance of earning a scholarship. In looking back, I have to give myself some credit; at the age of 16, I was self-aware enough to recognize my athletic skill-set, then match that to the right sport in order to increase my odds of earning a scholarship. When I made the decision to exclusively play football, I knew it would require big changes for me. But ultimately, it was the right decision in order to achieve my dreams of playing major college ball along with getting a subsidized college education.

It was pretty shocking to my friends and family who'd watched me train tirelessly for basketball only to see me suddenly switch to football. The last time I played football was in a Pop Warner league at the age

of nine. However, playing football as a kid in my neighborhood on the westside of Los Angeles gave me a natural instinct for the game. I dedicated the summer leading into my senior year developing my technique and football IQ.

I was practically attached at the hip of Reggie Smith, my high school defensive back coach at Montclair Prep. Thanks to him, I gained extensive knowledge of the cornerback position. As my senior year approached, I was prepared to take on a starting role. My on-field efforts helped my team win a CIF championship title. With a stellar season behind me, the recruiting process had begun.

Unlike today, the Internet was not widely available and recruiting sites like scout.com and rivals.com did not exist. The only publication I can remember was the on-campus sports magazine, *Student Sports*. Back in the 1990s, student athletes had to attend the “right high school” in order to get discovered, or they risked falling between the cracks and remaining unnoticed.

With only one year of high school football experience, I was shocked to learn that a couple of colleges had taken an interest in me. In the end, the University of Idaho was the only school to offer me a scholarship, and I gladly accepted. As I prepared to leave for Idaho in the summer of 1995, I was extremely excited to play college football. Playing college sports was always my goal, and I was just a few days away from achieving that goal. But before I could accept the offer, I had to pass my SAT test.

After taking the test multiple times, I didn’t achieve a high enough score to sign my scholarship. When I didn’t qualify for my scholarship, it was the first time I felt embarrassed and disappointed in myself for not taking the preparation seriously enough to pass the SAT. I feared that I’d lost my chances of attending college.

Having failed the SAT, the only option left for me was to attend the local junior college, LAVC (Los Angeles Valley College). When I was in high school, LAVC was Montclair Prep's home football field. As a team, we spent a lot of time on LAVC's campus. We even took our team pictures in their stadium.

In fact, I remember picture day at LAVC during my senior year. A cocky teammate pointed to me and said, "Henry, you'll be playing here next year. Better get ready." Everyone had a good laugh while I tried to act like it didn't bother me. But it did. My goal was to play major college football, not junior college. My teammate's callous joke would later come true, which added to my embarrassment when I failed the SAT. I was unfamiliar with the junior college system, and while I was humbled by the taunt of my former high school teammate, I'd soon learn that LAVC was a Top 10 ranked program in the country, and was actually a good place to continue my football career.

At LAVC, I spent the next two years focusing on academics as well as football. Attending LAVC turned out to be a blessing in disguise. It gave me the chance to develop as a player, and revisit my recruitment possibilities. This time I took academics seriously. I worked with the tutors LAVC provided. I stayed on top of assignments. And whenever there was a study group, I made sure I was in attendance.

On the field, I continued to develop as an athlete. I got bigger, stronger, and faster. I understood my role and I dominated my position, earning First Team All-State honors.

By my sophomore season, I received 10 offers from schools like CAL, Washington, and Nebraska, to name a few. Purdue was my first college-official trip out of five that were scheduled. I didn't take the steps I'm laying out in this book, (hindsight) and spontaneously committed to Purdue on my flight home, shocking my friends and family. But Purdue

had everything I was looking for. Great academics, top conference, and legendary coach: Joe Tiller. Reflecting on that plane, Purdue University felt like the chance of a lifetime.

During my two years at Purdue, I dealt with some big challenges on the field, and in the classroom. As a junior college transfer, I wasn't fully prepared for what major college football would require of me. I landed on Purdue's campus as an incoming junior. Even though I was older than most college players in my recruiting class, I was still behind the mark, due to lack of time playing football compared to most of my teammates. This lack of experience in understanding the collegiate game, the tempo of our practices, and the speed of the game, all caught me by surprise.

In junior college, our coach took it pretty easy on us. For example, he didn't want us tackling to the ground during practice – only during the game. I dominated my competition, but this was far from the case at Purdue.

The first time my roommate at Purdue, Gabe Cox, who played wide-receiver, lined up against me, he blew past me so fast that I fell on my butt. Meanwhile, he went on and caught an 80-yard bomb.

Twenty years later, he still teases me about that day. Gabe was crazy-fast and having future Hall of Fame Quarterback in Drew Brees throwing him the ball, a naive cornerback like myself didn't have a chance.

As I struggled to adjust to playing major college football, academics became a challenge for me. I had no idea what line of work I wanted to pursue after graduation. I'd always presumed I'd play football, envisioning a pro career. I allowed my counselor to place me in a major called "organized leadership", a business class geared for athletes. When I realized it was a dead-end major, I switched to public relations. The

move ultimately cost me a year of school, and forced me to become a fifth-year senior.

You might think that being a fifth-year senior isn't a bad thing, but I left out the part of my story about my two-year-old daughter waiting back in Los Angeles. And I found myself having to decide whether to finish school, or go pro.

By the middle of my junior year, I finally caught my groove on the field and began to play at a higher level. I recorded my first interception vs the University of Illinois. And later in the season, I recorded two interceptions in one game against Iowa University. One of them made the college football "Plays of the Year" on ESPN.

I was finally feeling great about myself and the opportunities ahead of me in the game of football. School became easier, and life on campus was finally all good again.

Spring of my junior year rolled around, new players transferred in, and immediately challenged me for my position. Early on, they won the competition for the starting cornerback, and I was demoted to second string. I didn't pout or complain because I knew that, ultimately, they played better during key times at practice. I just focused on what I needed to do, and made sure I'd be ready when my name was called.

When my senior season began, I was officially second team on the depth charts. But, in the third game, one of our top players got hurt, and just like that, Coach Tiller called my name. I stepped in and never looked back. I remained a starter for the rest of my senior season.

However, with great success comes bigger responsibility. I started to enjoy the headlines after winning big games, going to amazing parties,

dating girls. Bottomline: I stopped taking school seriously once again, because I thought for sure I was going to the NFL.

Remember, I was scheduled to be a fifth-year senior. My graduation date was slated for December 2000. When the season was over, fall of 1998, second semester rolled around, and the dean of the school sent me a probation letter. It stated that if my grades didn't pick up, I'd be in danger of flunking out of school.

Me? Flunk out of school? Who cares? I laughed it off, I'm going to the NFL!

During the second semester of school, I just trained, partied, and dated girls. I rarely went to class. And when I did, I had no clue what was being discussed, or what I could do to catch up. Sadly, I didn't care. I just wanted the semester to be over so I could go pro.

The 1999 NFL Draft rolled around, and long-story-short, my name wasn't called. In fact, my name wasn't even called as a free agent. That same embarrassment I felt when I didn't qualify for the SAT resurfaced in the pit of my stomach. I was so sure I'd be drafted that I even gave a younger teammate my Cuban link necklace, and told him, "I don't need it cuz I'm gonna get a new one when I'm drafted." Damn, I wish I still had that chain!

In the summer of 1999, I'd officially flunked out of Purdue. But my goal to become a professional football player was still in play. When I returned home that summer, I had several opportunities to work out for two NFL teams, the Carolina Panthers and the San Diego Chargers. My agent had arranged a workout for both teams that early part of the summer. But, due to roster changes made by both teams, they cancelled my scheduled workouts.

Even though this was a setback, the next opportunity that presented itself was the AFL (Arena Football League). At that time, the AFL had national recognition in the media, and a large fanbase thanks to the success of NFL star Kurt Warner. The AFL was another alternative to the NFL, besides the Canadian Football League, and it presented the best opportunity to continue my football career.

I needed a job because my daughter was getting older, and her mom was in major need of financial help. My relationship with my daughter's mother had ended when I left for Purdue. As co-parents, we were young and we relied on our own parents to help us with our child. I was able to provide what I could from my scholarship but was unable to work because of the NCAA rules barring student-athletes to earn a living while under scholarship. Now that I was officially done with school, I had to step up—and right away!

After a solid performance in front of several AFL scouts, I landed a spot with the New Jersey RedDogs. But my stint with them only lasted through training camp, where I was cut right before the season officially kicked off. After the years of ups and downs and dealing with the politics of college and professional football, I decided to face reality. I hung up my cleats and entered the corporate world.

Even though I had no degree, I was able to land a job with Xerox as an account manager. I had a good work ethic from years of football practice, and I learned everything I could about sales and business. My day-to-day interaction was with business owners who needed printing solutions for their office. I quickly became one of the top producers in the office.

During that time, I reflected on my experience at Purdue, and could see that there was a major void in preparing high school athletes for the ups-and-downs of major college sports. In 2000, I took the big leap and

started my own business, which I named Beyond 2000 Enterprises, aka B2G Sports.

Designed to be a grassroots sports marketing company, B2G specialized in marketing and preparing high school football athletes for what to expect during their first year playing college football. For 16 years, I've worked side-by-side with some of the best athletes in the country: Super Bowl Champ and Pro Bowler, Richard Sherman, All-Pro Fred Warner of the San Francisco 49ers. 2019 Offensive POY, Michael Thomas of the New Orleans Saints. And Jalen Hurts of the Philadelphia Eagles, to name a few.

B2G successfully mentored thousands of high school athletes on marketing and how best to position themselves in the eyes of college coaches. During my tenure with B2G, we successfully helped our participating athletes earn over \$300 million in scholarships. I've seen firsthand the most common pitfalls and success-stoppers encountered by student athletes, starting with myself. I have also been able to build a strong network of college coaches who provided me with invaluable feedback on what they're looking for in a college prospect.

Parents would often come to me asking for advice on how their kid could become a recruitable athlete. I discovered that most parents and student athletes are grossly misinformed about the overall recruiting process. This creates stress and rapidly drains funds in pursuit of earning a college scholarship.

Everything I've learned and experienced—both personally and professionally—I will be sharing with you in this book. I will lay out, in detail, the exact game plan I created and implemented that earned so many B2G athletes a college scholarship. *The Game Plan* will not only help those playing football, but all athletes whose goal is to play any college sport.

With the rise of social media, the recruiting landscape has changed; but the fundamental methodology to earning a scholarship has not. The most critical component in the recruiting process is *performance*—on the field and in the classroom. This underlying truth essentially goes hand-in-hand. Performance on the field/court and in the classroom share equal importance. And this has not changed since the very first scholarship was given to a top recruit. The ability to perform at a high level doesn't automatically guarantee you'll earn a scholarship, but you'll dramatically increase your odds by making sure you have good grades.

In the pages that follow, I will highlight all the key ways to increase your performance as a student athlete on and off the field/court. It's with experiential knowledge, passion, dedication, and a love of sports that I've been able to develop and cultivate a proven system that connects athletes with accurate, detailed, and concrete steps to work toward earning a scholarship. Whether it's the big three: football, basketball, and baseball; or volleyball, tennis, hockey, soccer, golf, softball, etc., it's my honor to share the system with you.



Henry Bell
Jeff Lewis

ABOUT THE AUTHOR

About the Author: Henry Bell is a renowned sports marketer and entrepreneur, best known as the co-founder of B2G Sports, a premier grassroots sports marketing company. Operating from 2000 to 2015, Henry and his team at B2G made a mark in the industry by creating the first ever invitation-only football camps that showcased the top 65 football players in the country. Under his leadership, B2G expanded its operations and created several other events aimed at the development and exposure of student-athletes nationally.

In addition to his work at B2G Sports, Henry has also collaborated with some of the biggest brands in the industry, including Nike, Adidas, and BMW, as well as major universities such as Tennessee, USC, and Michigan. As a former college recruit from Los Angeles, California and a former player at Purdue University, Henry brings a unique perspective to sports marketing.