



**WALTER THE WOLF  
FOOTBALL AGENT**



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**Hello, I am Walter the Wolf and I have some exciting news! I am now a brand new football agent.**

**A football agent is an individual that works hard to ensure their players, coaches and managers get the best jobs and transfers in the footballing world.**

**My first task is to find you a job in football management.**

**So lets start your journey.....**



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We need to work on a cover letter and show potential clubs what they will get when they sign you.

The key things about writing cover letters are:

- Be confident
- Be professional

Start the letter with, Dear Sir / Madam and let them know what you're writing to them for. "I'm writing to" or "I would like to apply to become"



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Next, all managers and coaches have what's called a "Philosophy". They want to have a style and an identity.

Maybe you want to play long ball or maybe you want to play short sharp passes? You might want to encourage fair play and be at the top of the fair play league!

This is something you might want to tell the reader about...



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For example, when I play football, I always play fairly with a positive attitude.

I don't like to see people left out and I make sure I give plenty of encouragement.

I believe it's important to coach all players and give them a fair opportunity.



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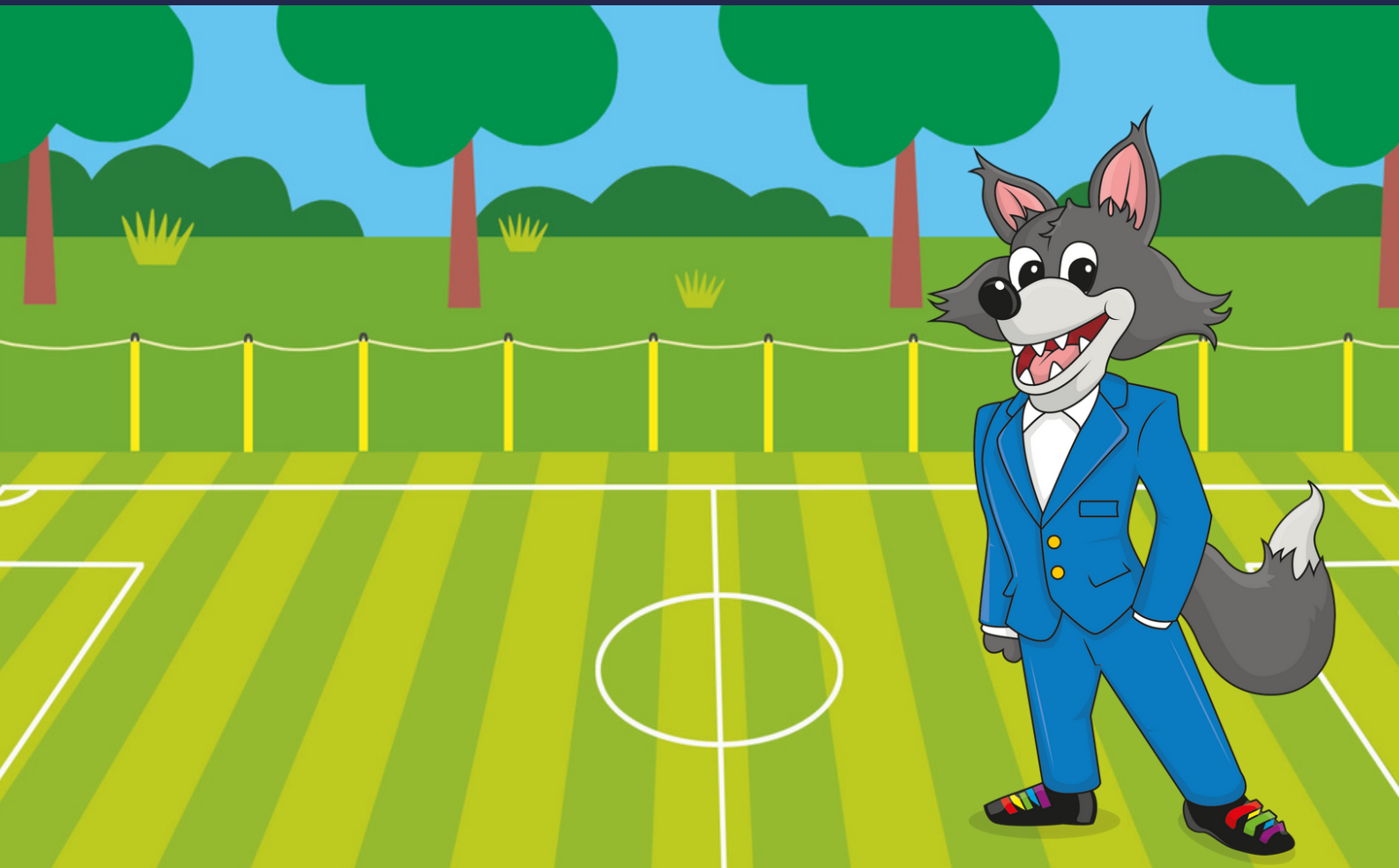
When signing a deal with a new club, they will expect you to have your backroom team. Let them know who you're going to bring in and why?

Think of a coach you have already, or a teacher whose lessons you enjoy..

Why do you like them? What would they bring to the team ?



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**I've played for lots of great coaches. The coaches I've enjoyed playing for the most are the ones that:**

- Really encourage me and my team mates
- Listen to my thoughts and feelings
- Help me understand by giving clear instructions
- Don't get angry or upset
- Said well done, even if we lost



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Next we want to explain to the club why you want to be there?

What attracted you to apply for the job ?

Why are they a good club?



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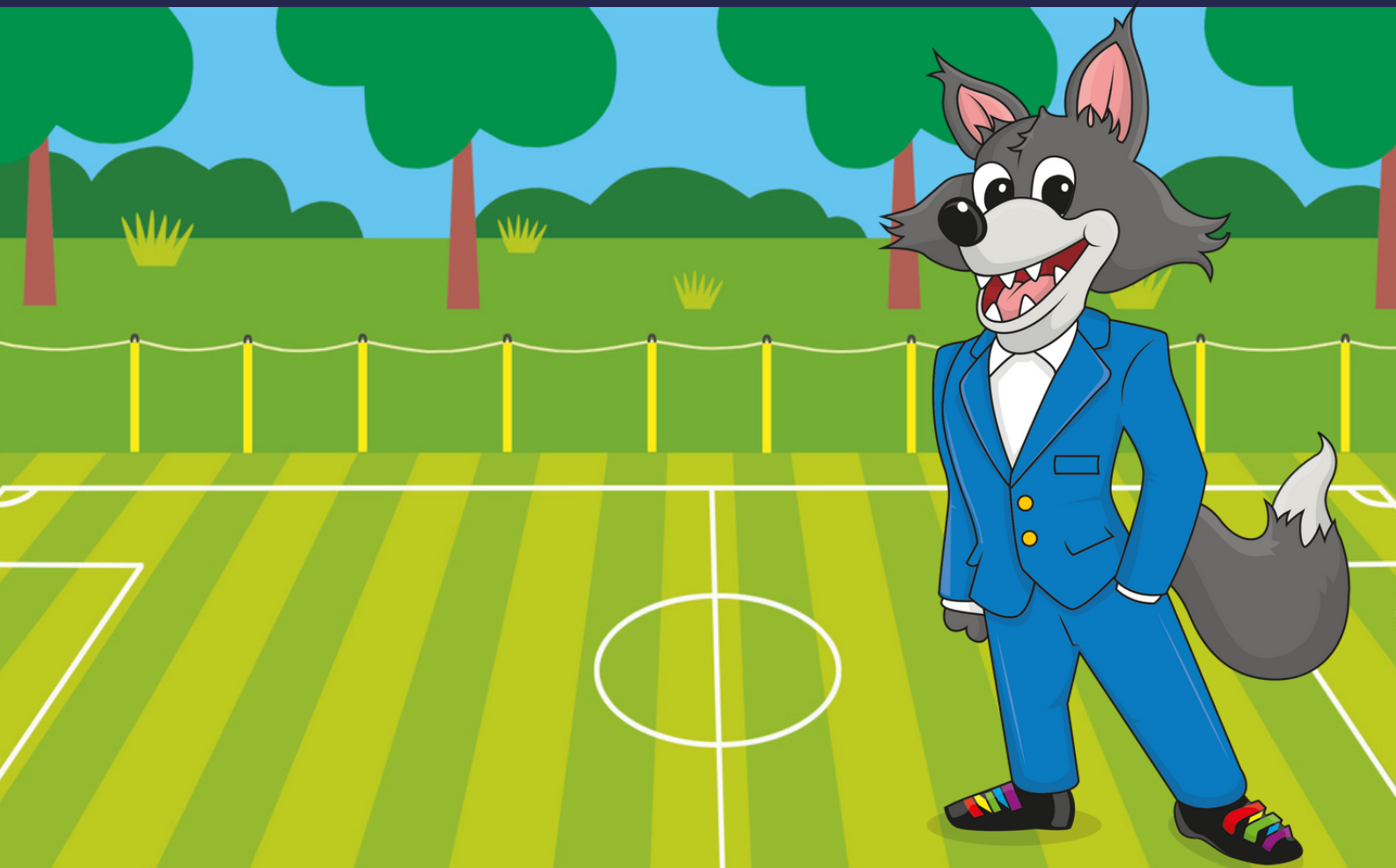


**I love playing for Howling FC because they are fun!**

**They want to win, but they make sure everyone is playing and there's no pressure on us, as long as we're having fun that's enough!**



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Now, here's your chance to be creative.

Who is going to be your first signing and why? Make the board dream and unveil your plans for a big move.



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Finally, sign the letter and remember, be nice when closing.

Express that you're excited to hear their response.....

Maybe finish with Yours faithfully?



# THANKS FOR READING!

## E-mail Walter Direct

If you have any questions or suggestions for Walter the Wolf please let me know by e-mailing [walterthewolf@westmorlandfa.com](mailto:walterthewolf@westmorlandfa.com)

You can also e-mail and request a picture with our Walter the Wolf Banner for your school, club or community group.



## Find Football?



Do you want to play for a local football team or find a community group? If so, please scan this QR code and you can find football in your area.



Westmorland County Football Association,  
Agriculture House,  
35-37 Appleby Rd,  
Kendal LA9 6ET

