

Dream Makers launch playbook

Prepared September 26, 2026. These are proposed marketing materials, not published posts or confirmed events.

What to say

Dream Makers Basketball Academy. Led by Coach Willie Diggs. Basketball training and travel teams for 4th grade through high school in Ashburn and Northern Virginia. The selected logo's tagline stays: "Turning Dreams Into a Reality."

Write like a coach talking to a parent: one clear point, a specific detail, and one next step. Prefer "Willie demonstrates how to keep your feet balanced before the shot" over "Unlock your limitless potential." Avoid "elite" unless it describes a defined team or competition level. Never promise scholarships, roster spots, or guaranteed improvement.

Use the full logo when introducing the organization. Use the mascot for profile pictures, player graphics, and moments with personality. Use the wordmark for banners, navigation, sleeve marks, and text-led posts. Keep the basketball visible in at least one part of each campaign sequence.

The first month

Publish three main pieces a week: one short coaching video, one useful player/parent story, and one invitation. Stories can reuse those moments. Start with this manageable rhythm; adjust from actual parent inquiries and player participation rather than chasing daily output.

Instagram: Reels for demonstrations, 4:5 cards for explanations, Stories for reminders. Pin the introduction of Dream Makers, an introduction to Willie, and how to ask about a program.

TikTok: short, direct coaching clips. Show the technique in the first second. Put captions on the video. Cut dead time; keep the instruction. Account ownership/handle still needs confirmation.

Facebook: parent information, program explanations, and community updates. Include the location, grade range, and contact route when relevant. Reply to practical questions with specific confirmed information.

Threads: short observations from the gym and conversation prompts. Reuse the idea, not a long caption copied in full. Account ownership/handle still needs confirmation.

Filming once, publishing well

Record vertical 1080×1920 clips with the coach and player in the middle of the frame. Capture a wide demonstration, a close detail, and one real-time repetition. Keep scoreboards and unrelated players out of

frame when possible. Record clear speech in a quiet corner or use a clip-on microphone.

A 20-second teaching edit: 0–2 seconds show the mistake or question; 2–7 show the correction; 7–16 demonstrate two repetitions; 16–20 give the viewer one thing to notice next time. Put the wordmark at the end, not across the skill demonstration. Keep key text well inside the frame and preview the platform’s actual UI overlays.

Use real academy footage for player stories. Obtain the parent/guardian’s permission and the player’s agreement before identifiable youth appear. Never present the site’s illustrative court artwork as a real team or a particular player. Avoid full names, schools, locations and schedules together in public youth posts unless the family and academy have approved that disclosure.

Ready-to-use profile copy

Instagram / Threads:

Basketball training + travel teams. Grades 4–12. Ashburn, VA. Led by Willie Diggs. Turning Dreams Into a Reality.

TikTok:

Basketball work with Willie Diggs. Grades 4–12. Ashburn, VA.

Facebook:

Dream Makers Basketball Academy, led by Willie Diggs. Basketball training and travel teams for players from 4th grade through high school in Ashburn and Northern Virginia. Ask about the right program for your player.

Campaign link destination: <https://dream-makers-basketball.bobbi-duclaw.chatgpt.site/contact/> . This Dream Makers page is currently owner-only. Make the site public and verify that the contact page opens for signed-out visitors before publishing a campaign or adding the link to a public profile. Until public launch, direct inquiries to 240-535-2426 or info@williediggsba.com. Do not send families an owner-only review link.

Three launch captions

1. Coach Willie Diggs introduces Dream Makers Basketball Academy in Northern Virginia. Training and travel basketball for 4th grade through high school. Tell us your player’s grade and what they want to work on. Call 240-535-2426 or email info@williediggsba.com.

2. Start close. Find your balance. Finish the shot. In this clip, Coach Willie shows one detail to watch before adding range. Save it for your next practice, and ask your coach to watch a few reps with you.

3. Choosing a basketball program? Ask about the coach, practice schedule, gym, full cost, and team commitment before registering. We’re happy to talk through the next step for your player. Contact Coach Willie at 240-535-2426.

The second caption is for a real filmed demonstration; do not publish it with unrelated footage. None of these captions has been posted.

Make inquiries easy to answer

After public launch, use the Dream Makers website contact page. Families can also call 240-535-2426 or email info@williediggsba.com. Ask for the parent's name, a callback route, player grade, basketball experience and program interest. Keep sensitive information out of public comments. Agree internally on who answers inquiries and when, then keep that promise.

Track weekly: inquiries by source, conversations completed, sessions/tryouts booked, attendance, and enrollments. These are proposed measures, not existing performance numbers. A post that brings a few suitable families can be more valuable than a widely viewed clip that brings none.

What the local market teaches us

Evolution makes its training pathways and trial/evaluation step prominent. Dream Makers should make the next conversation equally clear without inventing a free offer. Research source: Evolution Basketball's public website.

NOVA Cavs makes coach identities, teams, and Instagram updates easy to find. Dream Makers should add real team pages as rosters and schedules are confirmed, and show Willie's actual teaching now. Research sources: NOVA Cavaliers' public home and coaches pages.

Loudoun Basketball Academy separates travel and training information and describes when gym schedules become available. Dream Makers should answer practical parent questions without presenting an unconfirmed venue as permanent. Research sources: Loudoun Basketball Academy's public home and travel tryouts pages.

These are current public presentation observations, not an audit of coaching quality, revenue, engagement, or enrollment. Better branding alone does not prove competitive superiority.

Confirm before public launch

Confirm new Dream Makers social handles, current program availability, prices and inclusions, gym and schedule, registration/payment destination, and ownership of the final public domain. The launch contact route is the Dream Makers contact page, supported by the verified phone 240-535-2426 and email info@williediggsba.com. Make the owner-only site public and test the contact route before launching campaigns. Keep unconfirmed tryout dates and fees out of evergreen materials.

Contact, photo and coach research sources verified September 26: Willie Diggs Basketball Academy's official contact, about, home and training pages. The training page confirms info@williediggsba.com. The existing academy's age language differs from the relaunch brief; the new materials follow the owner's grades 4–12

instruction. Research provenance is retained privately.