

Landing Pages: getting started

Build a branded web page that lists your upcoming events and lets college and club coaches raise their hand to work them. Share one link anywhere: email, social, your website. Everyone who expresses interest lands on your event's Coaches page, ready for you to send an offer.

Five quick steps, saves as you type

Events drop off when they end or are cancelled

Returning coaches sign up in one click

Teddy can write the page copy for you

The whole picture

Build the page once and keep sharing the same link all season. Add new events to it as you create them.



PART 1 · IN TOOLS

Build your page

Click **Tools** in the left sidebar, then **Open Landing Pages**. Click **+ Create New Landing Page**. A five-step editor opens with a live preview beside it, and your draft saves as you type.

- 1 Name & URL.** Give the page a name only you see (for example "Summer 2027 Events"). Then set the **URL slug**, the end of the web address coaches will visit. Use lowercase letters, numbers and hyphens, for example `summer-2027`. You'll see **✓ Available** when it's free.
 A new page starts with a placeholder slug like `draft-mthbz8ym`. Change it before you publish, or that's the address coaches will see.
- 2 Branding.** Click **Use saved logo** or **Upload new logo** (PNG, JPG or SVG, up to 2 MB, square works best). Pick your **Primary color**. It's used for buttons and highlights. If a color is too light to read, you'll get a warning.
 Uploading a new logo here also becomes your company's saved logo for future pages.
- 3 Pick events.** Check the events to feature, or click **Select all upcoming**. Events that have already ended aren't listed, and events drop off your live page automatically when they end or are cancelled.
- 4 Copy.** Write an optional **Eyebrow label** (small text above the headline), a **Headline** and an **Intro paragraph**. Wrap a word in **asterisks** to show it in your color. Or click **Have Teddy draft this**, describe the tone ("Casual, punchy, mention stipends and travel"), and edit what he writes.
 Teddy's draft replaces all three fields. He can write up to 10 drafts per page per hour.

- 5 **Review & publish.** Check the summary, click **Preview** to see it as a coach will, then click **Publish Page**. You need a logo, a headline and at least one event to publish.
 - 6 **Share the link.** The success screen shows your public web address with a **Copy** button, plus **Email Yourself the Link** and **Add to Email Signature**. Post the link anywhere coaches will see it.
-

Your page's web address

pages.tourneydirect.com/o/ all-star-event-company / summer-2027

Your company, set for you Your page slug

The company part is created from your company name the first time you open Landing Pages, and stays the same for every page you make. Each page's slug only needs to be unique within your own pages.

PART 2 · YOUR COACHES

What coaches see

A sample page for All-Star Event Company. Your logo and color replace the blue shown here.

pages.tourneydirect.com/o/all-star-event-company/summer-2027

ASE

Powered by Tourney Direct

1 SUMMER 2027 SCHEDULE

Coach at an All-Star event this summer

Two weekends, top recruiting classes, and a stipend for every session you work. Pick the events that fit your calendar.

2 Worked with us before? you@school.edu

Look me up

3 2027 Summer Classic Showcase

Jun 19–20, 2027 · Riverside Sports Complex

Looking for: College coaches to evaluate 2028 and 2029 grads.

☒ Saturday Coaching · 8:00 AM – 1:00 PM · Coach

☐ Sunday Coaching · 8:00 AM – 1:00 PM · Coach

☐ Saturday Evening · 5:00 PM – 8:00 PM · Coach FULL

4 Confirm Interest →

2027 Fall Kickoff Classic

Sep 18–19, 2027 · Lakeview Fields

✓ Interest Submitted

1 **Your copy.** Eyebrow, headline and intro from Step 4. The browser tab shows your headline and company name.

2 **Returning coaches** type their email and click **Look me up**. They see "Welcome back" and skip the sign-up form.

3 **One card per event**, with dates, location and your event's coach description.

4 **Express Interest** opens the coaching shifts. Coaches tick the ones they want and click **Confirm Interest**. Full shifts can't be picked.

First-time coaches

A coach who isn't recognized gets a short sign-up form the first time they click **Express Interest**. After that, every event takes one click.

Tell us a bit about you

We use this once — after that, every event takes one click.

☐ I agree to the Tourney Direct terms and privacy policy.

What they choose from

Coach type: Men's, Women's or Club Coach.

Division: Division I, II or III, Junior College, NAIA, MCLA or Other. **Position:** Head Coach, Assistant Coach, Director and more.

After they click Continue

The event they clicked opens its shifts. They tick the ones they want and click **Confirm Interest**, and every other event on the page now takes one click.

PART 3 · ON YOUR COACHES PAGE

After a coach expresses interest

- 7 **They show up on the event's Coaches page.** Click **Events**, pick the event, then **Coaches**. Each shift they chose is its own row with the status **Interested**. If the event, or its coaching, is marked full, new sign-ups come in as **Standby** instead.
- 8 **Send offers.** Set a **Rate**, then change the coach's status to **Send Offer**. Teddy texts the offer and follows up until they answer. The Coaches Quick Start covers offers, reminders, check-in and pay.

Interest isn't a spot. Expressing interest doesn't confirm anyone, and coaches don't get a text when they sign up. Their first text from Teddy is your offer, so send offers promptly when you're ready.

What coaches receive

Real messages, shown for a sample coach (Jordan) at a sample event (2027 Summer Classic Showcase, hosted by All-Star Event Company). Texts come from Teddy at +1 (443) 582-0095.

On your page

Right after they confirm interest

The event card changes to **✓ Interest Submitted**. No text or email is sent yet.

Your offer

When you set their status to Send Offer

Hi Jordan! You have an offer to work 2 shifts at 2027 Summer Classic Showcase on 2027-06-19 through 2027-06-20 in Riverside Sports Complex. Offer expires Sat Jun 5.

Reply YES to accept all shifts, NO to decline all, or tap here to choose individually: tourneydirect.com/offer?...

With one shift, the text shows the stipend and asks YES or NO. The first time Teddy ever texts someone, he introduces himself

They accept

Right after they reply

YES

Thank you! You're confirmed for all 2 shift(s) at 2027 Summer Classic Showcase. See you there! 🏆

No answer yet

Reminders on a schedule, then the offer expires

Reminder: We're still holding your spot at 2027 Summer Classic Showcase. Stipend: \$300.

Reply YES to accept or NO to decline. ...

Coaches who've turned off texts get the offer and reminders by email instead

What you receive

A coach accepts

Text to the event coordinator

✓ Jordan Lee from State University has accepted their spot for 2027 Summer Classic Showcase.

A coach cancels

Text to the event coordinator

This is a cancellation alert from Tourney Direct. Jordan has cancelled their attendance at 2027 Summer Classic Showcase. Please log into the portal to find a replacement staff member.

There's no alert for each new sign-up. Check the event's Coaches page for new **Interested** rows.

Sharing and previewing

Alex Morgan

Event Director, All-Star Event Company

Coach for All-Star Event Company this season →

From **Add to Email Signature**: paste it into your email signature and every email you send links to your page.

Preview link for a colleague

From the page's ... menu, click **Get preview link**. It works for drafts too and lasts 7 days. **Send to colleague** emails it. **Generate new link** turns off older preview links.

Copy the link again later

On the Landing Pages list, open the page's ... menu and click **Copy public URL**.

Managing your pages

Editing a live page

Open the page's ... menu and click **Edit page**. Changes save as you type and show on the live page right away, so make big rewrites on a **Duplicate** first.

Adding a new event

Edit the page, go to **Pick events**, check the new event, then **Publish Changes**. You'll see a list of what changed first.

Taking a page down

Unpublish turns it back into a draft and the link stops working. **Delete page** removes it for good (type the page name to confirm). Interest you already collected stays on your Coaches pages either way.

A page for each season

Click **Duplicate page** to copy the branding and copy, then swap the events and slug. The copy starts as a draft.

Cancelled events

Cancel an event and it comes off your page right away, the same as an event that has ended. No need to uncheck it.

Stuck? Ask Teddy

Ask Teddy in the portal for help with any step, or email info@tourneydirect.com.

If something looks wrong

WHAT YOU SEE	WHAT TO DO
An event is missing from Pick events	Only upcoming events you're connected to are listed, so a teammate may see different ones. Check the event's dates, or ask the teammate who manages it.
A coach sees "No shifts posted yet."	The event has no coaching shifts yet. Coaches can still express interest; add shifts so they can pick specific ones.
A returning coach isn't recognized	They may have used a different email with you before. Filling in the short form is fine.
A coach shows up more than once	That's one row per shift they picked. Someone who signs up again for a shift they're already on isn't added twice.
The link shows "page not found"	The page is unpublished or the slug changed. Check it in Landing Pages and copy the link again.

Questions: info@tourneydirect.com · Offers, check-in and pay: see the Coaches Quick Start and help.tourneydirect.com, Events › Coaches