

BILL BROOKS

UPPER LIMIT SUCCESS STORY

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Greg Shepard loves to find and meet what he terms "Upper-Limit" athletes, those athletes that have paid the price and reached the highest level of potential. Bill Brooks, currently a starting wide receiver for the Indianapolis Colts, stands as one of those great success stories.

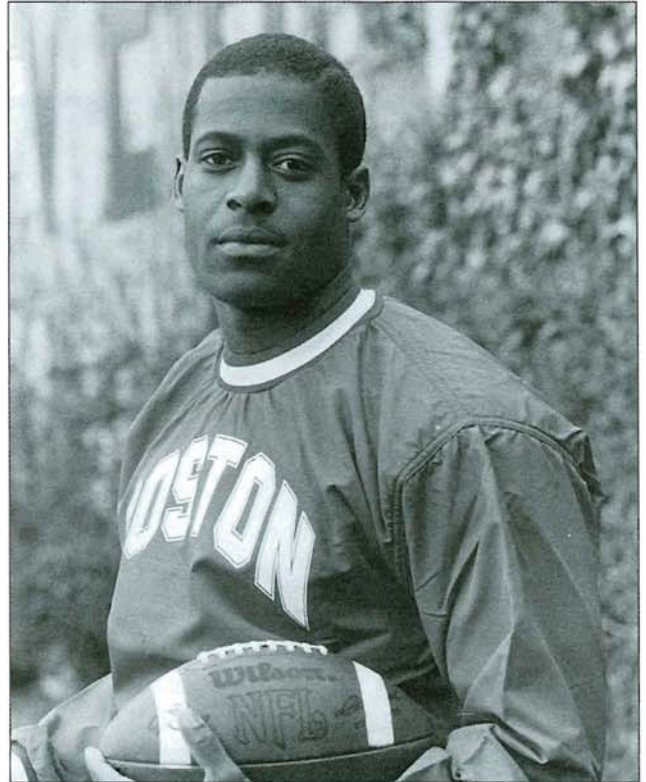
The story of Bill Brooks reads like a fairy tale. That's because it is. The rise from all around high school athlete, to Division I-AA star, to an NFL starter in his first year is nearly too good to be true. Bill is a modern day testament to the old school theory that commitment and dedication will take you where you want to go. In his career at Boston University, Bill became the yardstick by which all past and present athletes devotion to self-improvement is measured.

Let's back up a bit and tell you who Bill Brooks is. He will be entering his third season as a starter for the Indianapolis Colts, but don't be ashamed if you haven't heard his name. Playing 1-AA football in college and now suiting up for a team in the central part of the United States, Bill has never been the subject of extensive media attention.

His career began as a three-sport athlete at Framingham North High School in Framingham, Massachusetts. Bill was a standout in football and basketball, with his ticket to a college scholarship coming on the football field. Thought to be just a step slow for a Division 1-A receiver, Bill accepted a scholarship at Division 1-AA Boston University. The Terriers, in the midst of winning or sharing the Yankee Conference title five times in six years, can thank all of Division One Universities for underestimating this young athlete's future development.

Bill arrived at Boston University with almost no background in strength training and a 4.85 time in the forty yard dash. However, he began to develop immediately. Brooks moved into the starting lineup in the second half of his first collegiate game and did not leave for four years. Among the numerous records he set, Bill holds the marks for the most career receptions (228), career yards (3,579), and career touchdown catches (32). In addition, he was a Second Team AP All-America his senior year.

To Bill's true credit, none of these football statistics tell the real story of his road to the NFL. The effort that Bill Brooks put in off the field is the real reason he is a starter for the Colts today. The strength and conditioning program that Bill began at the start of his freshman year yielded unprecedented results. See the comparison of Brook's physical condition from his freshman to his senior year on page 13.



*Bill Brooks
Indianapolis Colts, Wide Receiver*

As even the untrained eye can see, Bill developed at an amazing rate and has continued to improve his strength and speed while in the NFL.

There are no secrets to what has made Bill Brooks a success. He simply did whatever was necessary to improve. At this point, it is important to state that Bill has never used anabolic steroids in his training. What he did do was train harder and more intelligently than most athletes would be willing. Bill spent four years dedicating himself to becoming a great football player and an even better person. Together with teammate Calvin Hall, a free agent signee with Dallas in 1986, Bill spent 2-3 hours per day on a year round basis working on speed, strength, and flexibility.

At this point, it would be tremendous if we could outline the specifics of the program that led to this development but, the program changed as Brooks' needs changed. What remained constant was the commitment to finding new and better ways to gain strength and speed. Bill's desire to learn and excel actually caused his coaches to become better as they searched out new and better methods to aid the progress through plyometrics, overspeed training, and running technique drills.

The following outline illustrates the types of training regimens that Bill Brooks used over his 5 years training at



Bill Brooks I-AA All-America Wide Receiver for Boston University.

Boston University:

Strength Development – the basic lifts, Squat, Bench, Press, Incline; done in a periodization format

Power Development – Hang Cleans, Plyometrics

Speed Development – Interval Training, Sprint Training, Running Technique Drills, Overspeed (assistive) Running, Plyometrics

There are no secrets to the rise to the Upper-Limit. The process, in theory, is simple but, far from easy. It's dedication—dedicate yourself to training, not just for weeks or months, but years. Seek out quality coaching. Eat right and don't miss workouts. There are no short cuts, just a long hard road that could take one from high school star to NFL star.

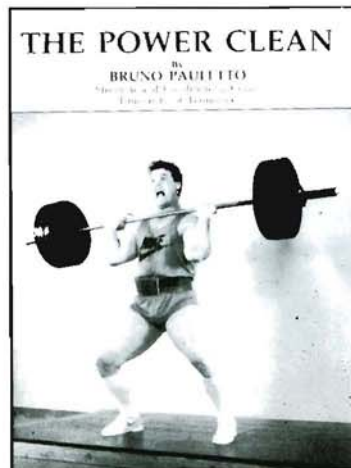
Unfortunately, many get sidetracked along this road by any number of distractions. Bill Brooks, however, never became sidetracked. He simply became better.

BILL BROOKS PROGRESS CHART

	Freshman Year	Senior Year
Bench Press	225	345
Parallel Squat	—	450
Vertical Jump	28	36 (no step)
40 Yard Dash	4.85	4.45
Body Weight	180	190

*"As you climb the mountain, the true Upper-Limit athlete never finds the top."
Greg Shepard*

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