

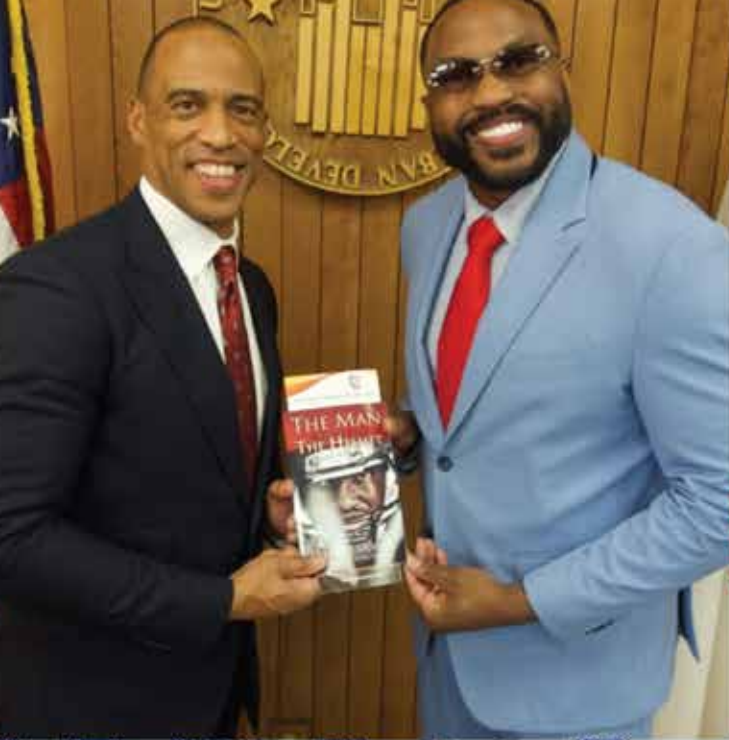
FRANK D. MURPHY

FORMER NFL PLAYER • AUTHOR • SPEAKER • SOCIAL JUSTICE ADVOCATE



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FRANK D. MURPHY

ENDORSEMENTS

"In September of 2000 I had my first meeting with Frank Murphy. At that time I was the Head Coach of the Tampa Bay Buccaneers, and Frank was a rookie player that our scouts recommended we sign to a contract. They told me he had a world of talent but was still somewhat raw as a football player. They also told me he had been in a little trouble in the past but had tremendous potential that hadn't been fully developed yet. I found out they were right on both counts!

As I got to spend time with Frank, I found out that he had come from a troubled past. He, like so many of our young men today, had fallen into the trap of chasing the wrong things with the wrong people. Some of the decisions he had made left some grave consequences, but Frank told me he was determined to move forward and change the way he approached life. All he needed, he told me, was another chance.

I believed in him, but those changes would be difficult and they wouldn't happen overnight. I gave him a chance to be on our team in Tampa, but it was God who really gave Frank a "second chance" at life. Over the next few years he got to see that you don't measure life by material things and that you only fool yourself when you chase the wrong things in life. While playing professional football once seemed to be the ultimate dream for him, he actually discovered that it doesn't profit a man anything to gain the whole world and forfeit his soul.

As I said, that growth didn't come instantly and Frank had to learn some hard lessons before he finally changed his lifestyle and committed his life totally to God. But there was always that good side to him—the side that made you root for him and really wish for him to succeed. With this book Frank is hoping to do the one thing he has always wanted to do and that's to help others. He wants to show people how God made a change in his life and helped him realize what it means to have the right priorities.

It's my hope that young people will read this book and be encouraged—not to follow the unstable path of chasing after the things much of our society says are important, but encouraged to chase the right dreams and follow the Lord's guidance. And encouraged to follow Frank Murphy's example of never giving up. I hope they will see, as Frank did, that it is only through Christ that they can reach their potential!

—Tony Dungy, A #1 New York Times bestselling author. He is a Hall of Fame Coach who led the Indianapolis Colt to Super Bowl victory in 2007, the first such win for an African American head coach. Dungy played three seasons in the NFL. He retired from coaching in 2009 and now serves as a studio analyst for NBC's Football Night in America.

• "This is Coach Lou Holtz.

I have seen Frank D Murphy speak in person and he really encourages and motivates others with his life story. Frank is the type of young man that could have played on my team. His message shares the secrets of how to live a purposeful life and he also reveals how he became successful, and most importantly how he overcame adversity. This makes this book a must read. There was no secret to how I coached my team to win the 1988 National Championship. It took the right attitude and the willingness to put in the hard work. That's exactly what my friend Frank D Murphy did when he wrote the Secret Play Book.

He wrote this book with the right attitude and put in the hard work to show others how they can become successful by following these 21 plays. By reading and following these secret plays you will be ready to take on your next challenge and accomplish your next goal. Remember you were born a winner. You were not born a loser. You are what you believe you can be. This book will help you to not give up but push you to new heights, no matter if it's in sports, in the classroom or in business.

Thank you, Frank, for all you do for the community and beyond. Like I always say, don't be a spectator. Don't let life pass you by. Frank's secret plays are your playbook for success.

—Lou Holtz, Authored three New York Times bestselling books. A former college football coach and television analyst for CBS and ESPN. In 1988 he led Notre Dame Team to a 12-0 record and national championship. Inducted into the College Football Hall of Fame in 2008.

FRANK D. MURPHY

ENDORSEMENTS CONTINUED

"He has an infectious personality, an abundance of determination and speed to burn. I really enjoy the zeal he exhibits for life. His story is one of sacrifice, inspiration, and perseverance."

—Jim Caldwell, Former NFL head coach for the Detroit Lions

"Frank has made a tremendous impact on me and our players. Frank's love for Jesus transcends his wealth of knowledge about football, and that alone has helped our team to elevate our expectations and our performance. Frank's message and testimony will only inspire and uplift your spirit."

—Phil Massey, Former head football coach, Baylor School

Passion and perseverance are the traits that come to mind when I think of my friend Frank Murphy. When I talk to my young players about what it takes to make yourself a critical part of the team, I recall men like Frank, who sacrificed and worked with a winning attitude each day to make his team's success."

—Coach Raheem Morris, NFL Head coach for the Atlanta Falcons

It is truly remarkable to see the transformation in Frank's life. He has been a true friend and a great model for kids to look up to."

—Brian Kelly, Former NFL All Pro Cornerback for the Tampa Bay Buccaneers

"God has so much love for us all. Frank had a Damascus experience as he was growing up in life. God met him on that Damascus road and He changed his life that day and ever since he has been favored by God. Frank's love for God's people goes far and beyond what one can imagine. Frank's talent on the football field without a doubt ranks as the best we've seen during my thirty-five years of coaching at West Nassau."

—Coach Johnnie Green, Former Coach for West Nassau High School

"I enjoyed seeing Frank grow as a person and student as well as witnessing his mother's appreciation for the direction he had taken in life. Frank was a very talented football athlete, but I was and am most impressed by his growth as a genuine, caring, sincere, passionate, and faithful person. He has been and will continue to be successful."

—Bill Snyder, Former head coach of Kansas State University

"I have known Frank Murphy for a number of years and during this time, I have witnessed him bring an unparalleled amount of energy and passion to teaching kids the game of football. His focus on sharing life lessons and motivating young athletes to do their best has made him a true asset to not only ProCamps, but the communities that we impact."

—Gregg Darbyshire, Chief Executive – ProCamps Worldwide

"It's still Murph Tyme!"

—Warren Sapp, former NFL All Pro Defensive Lineman for the Tampa Bay Buccaneers."

"I have followed Frank's playing career for several years. His talent and strong work ethic has led to a dynamic and lengthy football career. As talented as he is, he is an even greater asset to our community. During his time with the Buccaneers, Frank was always a leader when it came to giving back to the area. To this day, he is still active with various causes in the Tampa area. Having the talent to play football at a professional level is a special gift. What sets Frank apart is what he has done with that gift both on and off the field."

—Former AFL Champ Coach Tim Marcum, Tampa Bay Storm."

"Frank always seemed to have a permanent smile on his face...many players nicknamed him 'He-He', as if he was laughing internally. The reality of his smile is that he enjoys life, enjoys teammates, and enjoys the competition of football. As a special teams player, Frank was outstanding, an explosive returner and a dominant coverage player. He used a phrase I still use today, 'trim the fat,' which means bring that speed off the edge."

—Joe Marciano, Former NFL special teams coach for the Detroit Lions."

"Frank has a tremendous testimony of God's grace in his life and does a wonderful job of communicating that message. His willingness to share with young athletes and to influence them toward the Christ he knows and loves has made a significant impact in our area and in others where Frank has lived."

—Jay Fowler, Fellowship of Christian Athletes, Chattanooga, TN

"There is no doubt in my mind that God has His hand on Frank's life. God has given this young man a heart for righteousness and a steadfast desire for growth through God's Word. Frank's zeal to be what God has ordained him to be is a beautiful thing to watch. It is amazing to see how God has blessed Frank through the struggles and gifted him to serve and be a testimony of the goodness of God's grace and mercy. I am confident that every reader will be inspired by this book and finish with a vision of what God can do in a young man's life."

—Evangelist RV Brown, Exec. Director of Outreach To America's Youth, Inc., Author, Speaker

"Congratulations Murph! It has been a privilege and an honor representing you as your agent. The relationship we have built over the years will remain with me forever. Your dedication to football and your drive to succeed should serve as an inspiration to all young kids today. As your agent, seeing you reach your goals and dreams is very rewarding. All of us at MRM Sports & Entertainment are proud of you! Best wishes, always."

—Marty Magid, Agent, MRM Sports & Entertai

ABOUT *FRANK D. MURPHY*

Former NFL great, Chairman of Athletes for America, National speaker, Author and Athletic life coach. Frank D Murphy's life story details his journey from juvenile incarceration to the NFL. After getting a second chance through NFL Super Bowl-winning coach Tony Dungy, Frank successfully became a star player in the NFL. Frank won the Heisman Trophy in junior college at Garden City community college where he was also introduced into the junior college Hall of Fame. Frank is also the N.JCAA ALUMNI ASSOCIATION Vice Chairman Ambassador. He went on to Kansas State University and still holds 3 records including a 4.22 yard dash. Frank played his professional career with the NFL and CFL teams, such as the Tampa Bay Buccaneers, Chicago Bears, Houston Texans, and the Miami Dolphins. Following a successful football career, Murphy founded a Charity called The CCS Plan Legacy Institute Inc. CCS stands for Churches, Communities and Schools. Including winning the Hero Award from the Tampa Bay Lightning, and he is a two-time recipient of the prestigious Presidential Lifetime Achievement Award and also won the Most Valuable Philanthropist in Sports Award. Frank was rewarded the diploma Doctorate In Humanitarianism. Murphy is the bestselling author of The Man Behind The Helmet book, "God of second chances" This book is Forwarded by Hall of Fame Coach Tony Dungy. Frank new book call "The Secret Playbook" from the jail cell to the NFL". This book is forwarded by the great Hall of Fame coach Lou Holtz.





PROFESSIONAL *FOOTBALL CAREER*

N F L

CHICAGO
BEARS

TAMPA BAY
BUCCANEERS

HOUSTON
TEXANS

MIAMI
DOLPHINS

C F L

TORONTO
ARGONAUTS

HAMILTON
TIGER-CATS

N C A A

KANSAS STATE
UNIVERSITY LETTERMAN

N J C A A

FIRST TEAM NJCAA
ALL-AMERICAN

NJCAA NATIONAL
PLAYER OF THE YEAR

INDUCTED INTO THE
NJCAA COLLEGE HALL OF FAME



SPEAKING & IMPACT

OVER 1 MILLION

INMATES IMPACTED BY THE FRANK D. MURPHY PROGRAM

500+

PRESENTATIONS DELIVERED

100,000+

INDIVIDUALS REACHED ACROSS
SCHOOLS, UNIVERSITIES, CORRECTIONAL
FACILITIES, AND CORPORATE EVENTS NATIONWIDE

1,500+

PRISONS AND YOUTH/GEN Z FACILITIES

RECOGNIZED

BY THE TAMPA BAY BUCCANEERS
COMMUNITY IMPACT PROGRAM

CERTIFIED

LIFE COACH

FOUNDER

OF FRANK D. MURPHY PROGRAMS &
THE CCS PLAN LEGACY INSTITUTE

2 TIME

PRESIDENTIAL AWARD RECIPIENT
FOR COMMUNITY IMPACT



**SPEAKING &
*IMPACT CONTINUED***

MOST VALUABLE

PHILANTHROPIST IN SPORTS AWARD

HONORARY DOCTRATE

DEGREE IN HUMANITARIANISM

KEY TO THE CITY

OF CALLAHAN, FLORIDA

2 TIME

PRESIDENTIAL AWARD RECIPIENT FOR
COMMUNITY IMPACT

TAMPA BAY LIGHTNING

HERO AWARD

**BESTSELLING
AUTHOR**

LITERARY ACHIEVEMENTS

4 ACCLAIMED BOOKS² WITH FORWARDS BY

• TONY DUNGY • LOU HOLTZ



(1) The Man Behind the Helmet, (2) The Secret Playbook from the Jail Cell to The NFL, (3) The Playbook to A Purposeful Life, (4) The Guide On How to Become the New You "Put Down Your Fake ID".

SPEAKING TOPICS

JUST TO NAME A FEW

Frank D. Murphy delivers powerful, customized presentations for diverse audiences. His authentic storytelling and practical wisdom create transformative experiences that inspire action and change.

FOR YOUTH/GEN Z & EDUCATIONAL INSTITUTIONS:

- “Second Chances: From the Jail Cell to the NFL” -- Frank's personal journey of redemption, the power of choices and consequences.
- “Put Down Your Fake ID: Discovering Your Authentic Self” -- Drug and alcohol prevention, resisting peer pressure, building positive character.
- “The Playbook for Success: Life Skills for Champions” -- Goal setting, time management, financial literacy, leadership skills
- “Your Purpose Matters: Discovering Why You're Here” -- Finding meaning, identifying strengths, contributing to community.
- “Don't Bring Your Past Into Presence and Destroy Your Future”.

FOR CORPORATE & PROFESSIONAL AUDIENCES:

- “Leadership Through Adversity” -- Building resilient organizations, learning from failure, leading with authenticity.
- “Teamwork Makes the Dream Work” -- Lessons from professional sports, building high-performing teams.
- “Character-Driven Success” -- The importance of integrity in leadership, values-based decision making.
- “Only you can put definition behind your name.” What will people say about you when you leave the room?

FOR FAITH-BASED ORGANIZATIONS:

- “Faith, Forgiveness, and Second Chances” -- The role of faith in transformation, overcoming guilt and shame.
- “The God of Second Chances” -- Biblical principles of redemption, testimonies of transformation, mentoring and discipleship contributing to community.
- “Don't let no one live a fantasy through you. You got to know what God said about you”.
- “Get in the right position for your blessing. Posture yourself, right for God not people”.

FOR CORRECTIONAL & JUSTICE INVOLVED POPULATIONS:

- “Breaking the Cycle: Your Path to Freedom” -- Frank's incarceration story, taking responsibility, successful reentry steps.
- “Rewriting Your Story” -- Moving beyond your past, developing new life skills, finding purpose after incarceration.
- “Don't let your purpose go to the graveyard”.
- “Not knowing your purpose is like not knowing your name”.

CCS PLAN LEGACY INSTITUTE PRESENTS THE AWARD WINNING “PUT DOWN YOUR FAKE ID” PROGRAM”

Churches, Communities, and Schools (CCS) Plan Legacy Institute is a 501c3 non-profit organization that transforms lives across America through authentic athletic inspiration and proven identity development. Founded by Frank D. Murphy—whose journey from juvenile incarceration to the NFL embodies the power of transformation—we deliver the award-winning "Put Down Your Fake ID Tour," a comprehensive framework that guides individuals of all ages and backgrounds from crisis to purpose.

Since 2009, we've impacted over 300,000 lives and earned two Presidential Achievement Awards by addressing what traditional approaches miss: helping people build their REAL identity while surrounding them with mentors, community partners, and support networks who believe in second chances.

Whether serving justice-involved youth/gen z, adult inmates, farming families, homeschool students, health seekers, or those pursuing self-sufficiency, we exist because every American faces identity challenges—and we're committed to providing the authentic story, practical skills, and community connections that create lasting transformation, stronger families, and thriving communities nationwide.

"Put Down Your Fake ID" National Tour

This document outlines a comprehensive life transformation program led by Frank D. Murphy, a former NFL player with personal experience in juvenile incarceration who now helps diverse communities across America.

Program Structure: The curriculum follows a football-themed "4-Quarter" framework:

- **Kickoff:** Frank shares his story from incarceration to NFL success
- **Regular Season (4 quarters):** Foundation building, health/productivity skills leadership principles, and life skills mastery
- **Overtime:** Deep transformation work and family engagement through sports camps
- **Playoffs:** Career preparation with industry certifications and job placement
- **Super Bowl:** Graduation ceremony celebrating the journey from "FAKE ID to REAL ID"

Target Audiences: The program serves multiple communities including incarcerated youth/Gen Z, adult inmates, farming families, homeschool students, health seekers, and families pursuing self-sufficiency.

Unique Value: Frank D. Murphy combines NFL credibility, personal incarceration experience, faith-based transformation, and relationships with cabinet members, providing unprecedented access and resources.

Core Focus: The program addresses universal needs like authentic identity development, practical life skills, character building, career readiness, community connection, and future vision. The approach uses Frank's personal transformation story as the foundation for helping others overcome their circumstances and build authentic, successful lives.

The program's tagline emphasizes "One American Story. Universal Transformation. Real Results Across Every Community."



PUBLISHED WORKS

#1

"The Man Behind the Helmet: The God of Second Chances"

Foreword by Tony Dungy. Frank's inspiring memoir chronicles his journey from troubled youth to NFL player. With raw honesty, he shares the mistakes that led to incarceration, the faith and mentors that transformed him, and the life lessons that propelled him to professional football and beyond. This book is a testament to the power of redemption and serves as a roadmap for anyone seeking to overcome their past and build a meaningful future. Ideal for: Youth/Gen Z groups, book clubs, faith-based organizations, correctional facilities, and mentorship programs.

#2

"The Secret Playbook: 21 Plays to Unlock the Secrets to a Purposeful Life"

Foreword by Lou Holtz. A practical, interactive workbook presenting 21 transformative principles for living with intention and purpose. Drawing from his experiences on and off the football field, Frank provides actionable strategies for personal growth, goal achievement, and meaningful contribution. Each "play" includes reflection exercises, real-world applications, and motivational insights. Ideal for: Personal development, small group studies, coaching programs, young adults seeking direction.

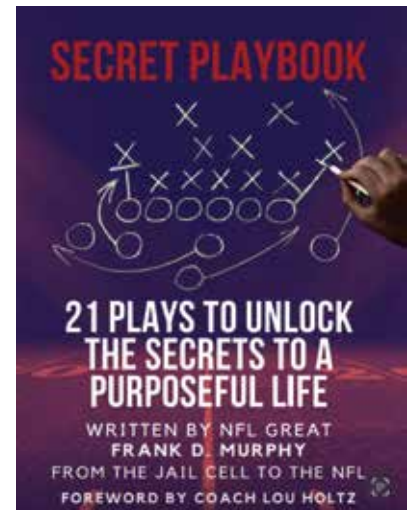
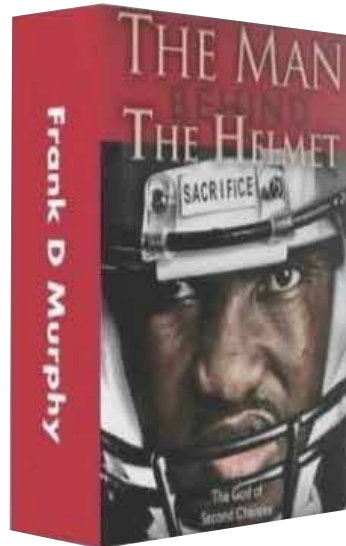
#3

"How to Become the New You: A Youth/Gen Z Development Workbook"

Designed specifically for teenagers and young adults, this comprehensive workbook addresses crucial life skills often missing from traditional education. Through five detailed sections—Where I Went Wrong, Flipping the Script, Level Up, The Reset, and The New You—participants learn to understand the consequences of their choices, build positive character traits, resist negative influences, master essential life skills, and set and achieve meaningful goals. Ideal for: Schools, juvenile justice programs, youth/Gen Z mentorship initiatives, after-school programs, counseling settings.

GET YOUR COPIES TODAY!

These products are for youth/Gen Z, adult facilities, churches, athletes, middle school, high school, college level students, corporate and nonprofits.



CONTACT

FRANK D. MURPHY



1frankdmurphy@gmail.com



www.frankdmurphy.com
ccsplan.org



[@TheFrankMurphy](https://twitter.com/TheFrankMurphy)



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...and the God of
second chances!