GOOD, BETTER, BEST.

HOW TO RUN THE CHANT WITH YOUR TEAM

A one-page coach's card · goodbetterbestchant.com/for-coaches

THE RULES

1. Only after wins. The scarcity is the point. After a loss, talk; after a win, chant.
2. Game balls first. The chant is the finale, not the opener.
3. You call each line. The team shouts it back. Don't say it with them; say it to them.
4. Loud and short. Four lines, then your break. Under fifteen seconds.
5. Your own break. "Bears on three" becomes "[Your team] on three."

THE SCRIPT

COACH	**GOOD, BETTER, BEST!**
TEAM	**GOOD, BETTER, BEST!**
COACH	**NEVER LET IT REST!**
TEAM	**NEVER LET IT REST!**
COACH	**'TIL YOUR GOOD GETS BETTER!**
TEAM	**'TIL YOUR GOOD GETS BETTER!**
COACH	**AND YOUR BETTER GETS BEST!**
TEAM	**AND YOUR BETTER GETS BEST!**
COACH	**[TEAM] ON THREE. ONE, TWO, THREE...**
TEAM	**[TEAM]!**

MAKING IT STICK

• Explain it once, early in the season: good is the floor, the chant is a promise to keep going. Then let the ritual do the work.

• After a few weeks, hand the call to a captain. Rotate it.

• Use it off the field for anything earned: a good report card, a hard practice in the rain.

• Say the caveat out loud: "never let it rest" means don't coast, not never rest. Kids take rhymes literally.

"Good, better, best" is a traditional proverb in print since the 1890s. This card carries no team names, logos or league marks, and neither should anything you