heckler | Media

A brief for players, agents and managers
October 2026

You earned the audience. Now own it.

A list of fans in the player's name, a site that stays current, and sponsors sold around the deals the player already has, from one voice memo a week. Nothing goes out without the approvals you choose, and no deal moves without the agent.

What the player owns

The list	Fans who asked to hear from the player, joined through a competition on one of our holes. Exportable any time, with the consent records.
The site	Schedule, results, partners and store, current every week, on the player's domain and accounts.
The sponsors	Placements in the newsletter and competitions, cleared against current partners first.
The time	One voice memo a week, about fifteen minutes. I edit every issue myself.
The say	Every issue reaches the player in Sign-off, a private approval link, before anyone else.

How the money works

Our fee	A monthly fee for the work: the list, the site, the newsletter and the competitions. Set in the written plan.
Partner-funded	A sponsor the player already works with can fund the whole channel, with its name on it.
Our sponsors	A share of placements we source and close, at the rate in the plan. If the agency holds the marketing rights, it sells them and we take no share.
Your deals	Untouched, and 100% the player's.
The term	A minimum term, set in the plan. Everything is in the player's name from the first day, so if you leave, nothing has to move.

How we work with a player's team: agreed in writing, before we start

1. **Deals you bring stay yours.** We never take a cut of a partnership the player or the agency brings.
2. **Your agency can sell it.** If the agency holds the marketing rights, it sells the placements. We produce and report them, and take no share.
3. **Existing partners come first.** Every placement, and every use of the player's name and likeness, is cleared against tour licensing, equipment and apparel deals, and current partners, before any brand hears about it.
4. **You can approve too.** An agent or manager reviews every issue in Sign-off alongside the player, or approves for them.
5. **Nothing that puts a contract at risk.** No tour marks, no tournament footage and no betting sponsors, ever.
6. **Reports a partner can forward.** A monthly report on list growth and what each placement delivered.
7. **The list is never sold.** Not rented, not shared, not given to sponsors and not to our other clients.
8. **Consent on record.** Every fan opted in, the record is kept, and every send has a working unsubscribe.
9. **Everything in writing.** Who owns what, who approves what and what we earn, agreed before we start.
10. **Your NDA, signed first.** Happy to sign the agency's NDA before the first conversation.

Player

Agent or manager

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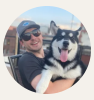
From first call to first send

1. **A private conversation** with the player, the agent or both.
2. **A written plan:** what we'd build, what it costs, what it needs each week, who approves what.
3. **The build:** the site, the list and the first competition on one of our holes.
4. **The launch:** a launch post and a week of updates, each approved before it goes up.
5. **The weekly rhythm:** a memo from the player, a draft from us, a yes from the phone.
6. **The monthly report:** what grew and what each partner got.

Who you'd work with



Brian Boesen, founder. I've spent fourteen years building audiences and the email systems that turn them into revenue. I've co-founded consumer brands, and one was acquired. The closest to this work: I ran the entire ecommerce business for Dude Dad, a creator with more than 5 million followers, at mid-seven figures a year.

No player has run a Heckler competition yet; I'm setting up the first one on our own channel now. I take on a few players at a time, references are yours on request, and I reply within one business day.

Next: a private conversation.

heckler.media/pros · or book a call at calendly.com/brian-heckler

Heckler Media, Denver, Colorado.
Independent, and not affiliated with any tour. No betting sponsors.