



Racquet Sports Business Plan

Overview:

This is a guideline as to how you can build your client base with racquet sports athletes, and a 30 day checklist of activity you will need to do to begin making the impact you need from these athletes.

Racquet sports includes Tennis, Badminton and Squash predominantly.

The Language Racquet Sports

The following statements are generalisations for these sports which tend to help you to communicate your value more effectively.

- Badminton has a strong physical culture. The western badminton players look to the eastern nations such as China and Malaysia as the example and these nations have a highly physical culture.
- Typically badminton athletes will embrace strength and power training, lifting heavy weights and focussing on explosive power, vertical jump, single leg work.
- Sprints and aerobic endurance work are also embraced by these athletes.
- Tennis athletes are starting to really embrace S&C with the clear physicality of the top players on the men's and women's tour.
- Performance tennis players are largely young people so being competent in youth S&C will help get buy in.
- Tennis coaches typically value tennis specific movements over heavy strength training.
- Squash athletes and coaches are big fans of plyometric training and squash specific movement.
- All racquet sports a strong focus on injury prevention is important in your approach.
- Your role as an S&C coach with these sports is generally to go specific in your programmes, specific for the athlete as well as the sport.
- Working alongside the coach on the court is also a real point gainer.

The S-T-R Formula with Racquet Sports

Everyone wants to know you can help them in their specific area of growth.

In the racquet sports you need to consider the specific outcome you can deliver for them and build an offer around the S-T-R formula.

Specific- here are some suggestions:

- Increase your serve speed whilst improving your court coverage.
- Reduce your likelihood of injury whilst boosting your explosive power.

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- Outlast your opponent
- Physical strength equals mental strength.
- Movement like Djokovic, Power like Nadal.

Timeframe and Result- Think about what you can deliver and in what kind of timeframe. It's good to make big promises but you do also need to be able to deliver on them.

Service Offerings that work well with Racquet Sport Athletes

1. 121 S&C coaching.
2. Small group based S&C Coaching.
3. Movement sessions in racquet sport environments, on court.
4. Youth sessions for tennis and badminton.
5. Circuit training for badminton players.
6. Pre-season training for all racquet sports.
7. Consultancy with performance and elite players.
8. Group based sessions in their club environment.
9. Group based team sessions in your gym or environment.
10. Online programming and tailored online programmes.

30 Day, 10 Step Action Plan to work with Racquet Sport Athletes:

1. Within a 10 mile radius of your location use google and other means to locate all the tennis, badminton and squash clubs and groups in your area and compile a database including websites, telephone numbers, coach details, Facebook groups, training times and more.
2. Using the info from step 1, try to gauge the names and details of the head coaches and coaching team, secretaries etc.
3. Make contact with the people from step 2 by calling them, and find out their training times and locations.
4. Make a point of attending their training times to speak with the coach and introduce yourself and your business to them.
5. Decide on your STR offer for each sport – what can you deliver for them?
6. Think about the timing of your STR offer- you might not be equipped today to offer large group Olympic Weightlifting Coaching, so this might come after you have some athletes doing technique work for example.
7. Make contact with the key contacts and talk to them about your offers.
8. Look to establish a community online for these athletes it could be locally based or not limited.

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9. Start to create some content on social media in line with the STR formula above. Try to create one high quality piece of content per week.
10. Publish this content and tag everyone you know who might enjoy it. It doesn't matter if they are a potential client or not.
11. Write up your STR formula into a programme for rugby athletes, publish it on your Facebook page, website and any other outlets you have.
12. Locate and post in all racquet sport groups online, introduce yourself, follow their rules and build your profile.