



THE BUSINESS OF TENNIS

Level II Coaches Course



LEVEL II COACHES COURSE



By the end of this session you should be able to:

- identify the different ways of establishing the tennis business
- identify the different types of tennis employment
- understand and use the guidelines for writing a curriculum vitae (résumé)
- use interview and time management techniques
- know the legal responsibilities of a coach



ESTABLISHING your business

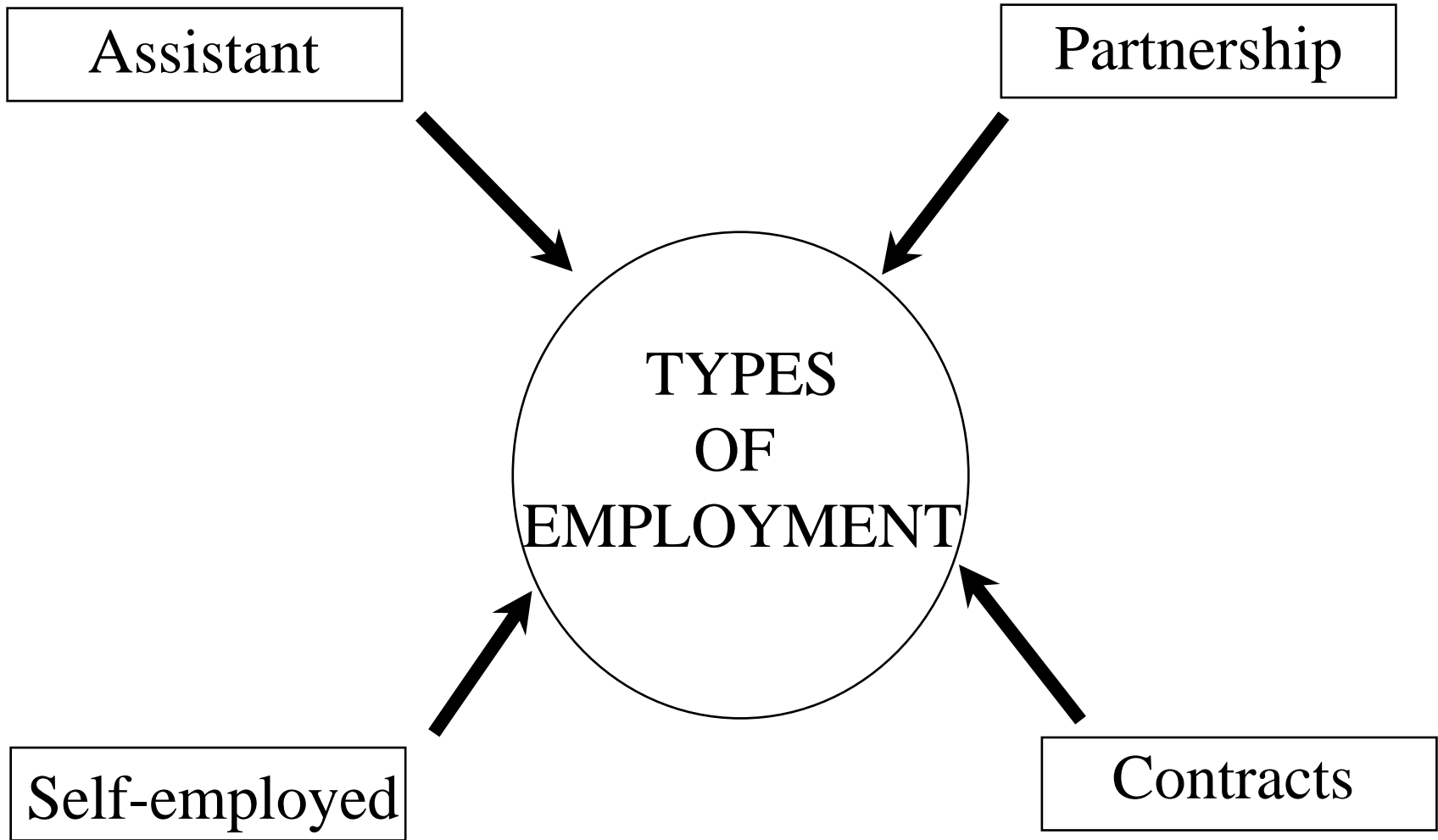
- Attend a coaches course/gain a qualification
- Establish a base, find courts
- Investigate the various coaching opportunities
- Days and hours of operation
- Insurance
- Market yourself
- Equipment
- Appointment, phone, address books
- Bank account
- Accounts book



PRIVATE - GROUP lessons

- Why: Satisfy more clients and earn more
- If a private lesson costs \$10 per hour then for group coaching, a coach could charge:
 - 2 people- \$6 each = \$12
 - 3 people - \$5 each = \$15
 - 4 people - \$4 each = \$16
 - 8 people - \$3 each = \$24
- Coach earns more and student can afford to spend more hours with coach





DETAILS FOR A Curriculum Vitae

- Personal
- Education
- Tennis coaching
- Tennis playing
- Tennis development and organisation
- Tennis employment
- Other
- Referees



INTERVIEWS

Questions often asked

- What motivates you?
- What are your strengths / weaknesses?
- What did you learn from your last job? Why did you leave?
- Why do you want this job?
- What do you know about the job?
- What expertise and benefits can you bring to this job?



TIME MANAGEMENT

- Make certain you are going in the right direction
- Use personal time effectively
- Manage your office
- Manage others
- Maintain control



QUESTIONS & ANSWERS

- How good do you think you are at:
 - Time management
 - Establishing your business
 - Finding a job
 - Being interviewed for a job



DISCUSSION/TASK

- Conduct a job interview
- Prepare a c.v.
- Write down the terms you think you need for an insurance contract
- Work out a price structure for individual and group classes for a tennis coach in your country

