

TENNIS WORKS NEWSLETTER

Volume 2 - Issue 1

**THANK
YOU**

*The **Tennis Works Newsletter** is one year old! Welcome to the first edition of Volume 2.*

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We want to hear from you!

Send an email with your comments and suggestions to twn@tennisworks.net. For further information visit tennisworks.net.



A LETTER FROM THE EDITORS

Melvyn Jones & John Cavill

Welcome to another edition of the **Tennis Works Newsletter (TWN)**. One year old, this is edition No 13! So here it is Volume 2, Issue 1, and we have a great offer to celebrate the event for those of you who subscribe to the **TWN** but are not members of tennisworks.net, but more of that later.

What an amazing year it has been for Tennis Works, both online and offline, and we thank you for all your support. To our amazing contributors who have assisted us in providing such varied, insightful and thought provoking resources, to our members who have been supportive, by simply being there, whilst not forgetting our support team who have helped us develop what we offer you. Thank you all.

TWN has seen 36 different contributors help bring you your monthly insight into the world of tennis, with what we believe has been something for everyone. Naturally it is impossible to list everyone here but they are all listed at tennisworks.net along with their contact details.

Tennis Works introduced to the world of tennis, the use of online interactive seminars in the form of Webinars and what a success they have been, attracting attendees from around the

world. Recordings of these are available to our members to view and use as continuous on-going resources on tennisworks.net also. Names such as Tomas Ruzicka; Adrian Rattenbury; Pablo Giacobelli; Mark Tennant; Peter Farthing; Phil Hill, and of course John Cavill delivered a varied programme that had something for everyone. Tennis Works will continue to develop in this area and have lots of exciting Webinars lined up over the next twelve months.

Our Tennis Works Seminars delivered high quality developmental workshops that has facilitated Coaches networking and development. We held six seminars over the year and will continue to do so, although the timing will change (see later). Let us recap on what was available:

- Focused physical training with Steve Green.
- Excellent mental skills with Paul Dent.
- Successful mini tennis with Mark Tennant.
- Brilliant biomechanics with Keith Reynolds.
- The inner game with Andy Knibbs.
- Cardio tennis with Nigel Long.

What a list, and whilst of course it was only practical to attend if you lived in proximity to Milton Keynes (UK), much of each of the seminars content is available now, or soon will be, online at tennisworks.net. Those able to attend also receive LTA License points.

Within the on court coaching arena, there have also been exciting developments for Tennis Works. We have always worked at various locations within Buckinghamshire, particularly with

the community tennis programme of [MK Ace](#). However Tennis Works now have a coaching base at Stony Stratford Tennis Club, Buckinghamshire, UK. Here John Cavill has been appointed as Director of Tennis and the Cavill Academy will continue to be based here. Our coaching programme and coaching team affords us the insight to continue to develop our online resources programme to further the development and enjoyment of tennis for all our supporters.

Right, let's come back to this week's **TWN**. We kick off with John Willis, Chairman of the British Tennis Coaches Association who gives some cautionary comments on the dangers facing junior players development as a result of the performance judgement made of them. Andy Magrath follows with an insightful look at how a player's mind-set is their driving force and engine that can make the difference between success and failure. Jason Lampione series on the principles of coaching progression concludes with the final two, review this series in its entirety and you will see how insightful it has been.

Paul Newman, returns, with 'Priorities versus Percentages', in which he emphasises the importance of having a plan and knowing your opponent so that you prioritise your shots which impact on them.

The 'Tennis Drill Series' sees our very own Performance Coach, Jeremy Elbert share two drills he uses when teaching Doubles strategy. John Cavill shares his thoughts on creating a schools outreach programme as an introduction to his Webinar later this month. Whilst Melvyn Jones

shares a further extract from the Sports Nutrition Series, which is all about the balance we should aim to achieve in what we eat in order to support the demands we place on our body when playing sport.

Josh as ever shares his experiences of last month, one which proved to be quite traumatic with him ending up in hospital with a urine infection, but thankfully, he is now on the mend and looking forward to a training camp in Spain. We thank him for the journey he has allowed us to travel by reading of his exploits. Thanks Josh.

So, what of the next year? As we have said, Tennis Works will continue to develop across all areas that we currently operate in and will strive to bring you more and more value for whatever package you receive from us. We have a long way to go and have barely scratched the surface regarding website content or webinar offerings.

We have three exciting Webinars already booked. John Cavill is presenting 'Creating a schools outreach programme' on Monday 12th September, whilst in October we have two exciting world class events. Jofre Porta will be presenting two separate webinars on the theme, 'Producing World No 1's, on the 25th and 27th October.

Jofre Porta is internationally renowned for his work with Carlos Moya, Rafael Nadal, Tomeu Salva and Nuria Llagostera. For further information see page 37.

Our seminar timetable is changing a little, we have responded to feedback that our attendees found it difficult to always attend the UK summer months when they were at their most busiest.

Our live seminar programme will therefore run from October 2011 to March 2012. For those able to attend the dates and presenters are as follows:

- 3rd October - Paul Dent
- 7th November - John Willis
- 5th December - Keith Reynolds
- 9th January - Mark Tennant
- 6th February - Steve Green and Mike Walker
- 5th March - Alan Jones & Jo Durie - TBC

In addition, coaching clinics will be held in advance of the seminars of Alan Jones / Jo Durie, Steve Green / Mike Walker and Keith Reynolds and delivered by them. For information on the October seminar with Paul Dent see page 36.

So what is the offer we mentioned at the start? Well, for non tennisworks.net members, if you sign up to any annual membership between Saturday 10th September and Saturday 8th October, you can claim a 25% discount on the normal price by submitting the code **ANNIVERSARY**. This discount will be applied on top of the 12 months for the price of 10 offer that currently exists, as well as your first month free. So you will receive 13 months at a staggering saving on the normal monthly price. So go ahead visit tennisworks.net and see what we have to offer.

For those of you who are already members we will be putting a bonus package in the download area for you in the first week of October and we will email you all nearer the time with the details. Plus, as members of course, you can boost your affiliate income by promoting the above

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new membership website offer to the tennis enthusiasts you know. Your normal affiliate rates will apply.

Thank you for a great year and we look forward to continuing to serve you over the coming years. See you next month.

Kind regards



Sign up to any annual plan between Saturday 10th September and Saturday 8th October and apply the discount code **ANNIVERSARY** and get a fantastic 25% discount on top of our standard offer of 12 months for the price of 10 and a free first month!



PLAYER DEVELOPMENT.... A cautionary thought or two

John Willis

Unfortunately and whether we like it or not, it seems that in some quarters the “success” of our game is only measured against the quality and quantity of our elite performers, our performance players, our prospective and eagerly awaited Grand Slam Champion etc.

Even the perception of the unofficial aficionados within the game, that a Performance Coach is somehow superior or more valuable than his or her development level counterpart, is echoed at club level where some clubs strive for Performance Accreditation whilst other clubs are happy to rub along providing an enjoyable environment for families, friends and weekend warriors to enjoy a game whilst the sun still shines. Both, of course, have their place in the game.

It seems that over the years, the harder we try to professionalise our coaching structures and methodology, with our mission to develop high volumes of high quality junior players fully

equipped to make and sustain the transition into the adult international game, the more this success, or the perception of it, slips a little more out of reach.

What might we be doing wrong? What may we have missing? Something? Nothing?

As far as can be seen, the official sources of information tell us we have more places to play, better qualified and trained coaches, more available competition opportunities and much more besides that is conducive to player development. So is there the possibility that we might have a “blind spot” in the way that we nurture, coach and develop our junior players of the future? Is it possible that the weight of our collective expectation could be insidiously providing an environment where the fear of failure and loss is much more influential on our players than the joy of having played well, competed tenaciously and enjoyed the well earned victories?

Most coaches that have anything to do with ambitious, regularly competing juniors between the ages of about 11 and 15 won't be in a very long conversation about ratings and rankings before the word "pressure" is heard. It's almost become part of our tennis language, more's the pity.

On a number of occasions I've butted into the players conversations when the "P" word comes up to try and find out exactly what this "pressure" actually is.....or at least what the players think it is, hoping that I can bring to bear my years of coaching experience to help understand then alleviate this "pressure". Only a few of the players interrogated seem able to describe exactly what this "pressure" is, where it comes from and how they can best "handle" it. What is clear is that a high proportion of regular tournament players use it as a routine part of their tennis vocabulary and a few have simply got lots of it!

So, if our junior players are prone to feeling this pressure what, if anything, can we do to help them?

Undoubtedly the experienced coach, recognising that long term athlete development is just that, long term; he or she will hopefully be sensible enough to continually emphasise and support the player in the concept of improving their process/

performance over any outcome. The players that, through nurture, are mainly motivated only by a successful outcome, (i.e. a match win) are the ones who will struggle to fully develop their long term match play competencies and tennis identity.

These players are said to be extrinsically motivated and inevitably find themselves tangled up in even more ongoing "pressure" because to them, a match has no value unless it's a win. These players often have very poor self awareness usually because their extrinsic motivational characteristics allow no room for balanced self reflection – more commonly called learning. The player either feels temporarily very good because they've won their game or just really miserable, deflated and sometimes negatively angry, because they lost. Thus, in summary, this type of player, in a post match situation will see themselves as either a complete success or an abject failure solely due to a (match) outcome. As previously mentioned, this outlook leaves little room for long term development and learning.

On the other hand, if we can coach our players to be intrinsically rather than extrinsically motivated we will then be instrumental in helping the player to recognise the continued improvement and development in their technique or fitness or attitude etc etc. This approach is much more

satisfying for both player and coach as the ongoing improvement in the process/performance of play can be monitored and measured without the “pressure” of a win/lose situation being uppermost in consideration. Undoubtedly winning in competitive situations is important and motivating but it should not be the sole important factor whilst a player is still moving through their main development phase. A phase that actually never ends.

For junior players to continue improving along their path to excellence they do, of course, need a balanced and comprehensive programme of training, coaching and competition. Without putting the hours in and without maintaining a positive motivational attitude to their development it will be difficult for them to achieve their potential. I recall the TOYA (Training of Young Athletes) project of some year’s back that set out to discover the ideal number of participatory hours per week a young sportsman might have to apply to maximise any potential. The rule of thumb answer that the project found was that the *average* participatory time was 1 hour per week per year of age. Therefore a 14 year old tennis player should be applying him or herself to the rigours of the game for 14 hours every week on an annualised basis. More than quite a lot of

commitment required.

I’ve begun to consider that one of the reasons that players often feel under pressure is because there is perhaps very little time available in their schedule for them to actually *play* at tennis rather than play tennis in the conventional sense. There is a very real danger that every physical aspect of a young person’s tennis development programme is scrutinised, measured, marked and quantified at all opportunities by some interested individual who is parked courtside.

We should be concerned that every time our young player steps onto the court there is some element of judgemental quantification going on whether it is from parents, the coaches or the peer group.

Surely we’ve all heard it said or asked of the player; “Did he have a good lesson”? – “How was Toms squad training session this week...is he trying his best?” – “How did you do in your match?” - (which of course really means “did you win?”).

It seems that little goes on in the player development process that does not involve a *judgemental appreciation* of the activity taking place. If this type of scrutiny of players’ activity becomes overbearing there is little room left for the fun element of tennis and inevitably the player will become burdened with the weight of his own and

others expectations. Circumstances such as these may be enough to destroy any players natural intrinsic motivational characteristics and push them in the direction of extrinsic, outcome orientated motivation. In other words, short term goal setting.

Most of us might think of play as respite or indulgence, but having fun is no trivial pursuit. In fact, it's crucial to mental creativity, health, happiness and personal performance. Having fun on the tennis court is also just so enjoyable. It dispels stress.

Yet, as welcome and wonderful as those feelings are, the play value among young tennis players is too often vastly underrated. We would all agree that play lifts stress from us. It refreshes us and recharges us. It restores our optimism. It changes our perspective, stimulating creativity. It renews our ability to accomplish tasks and achieve goals. By anyone's reckoning those are remarkably worthy achievements.

Tennis is unfortunately one of those long term development sports where we continually set our players short term outcome goals. The rating and ranking system demands that for players to get enough of the correct level of competition they have to make sure they "go up" every rating run.

This is inevitably a recipe that creates "pressure".

We may not have any influence on how the rating and ranking points system currently works but as coaches we can allow our players some time in their intensive programmes for some non-judgemental, non supervised tennis time. Let's just call it fun, because the game should be.

John Willis is an LTA Senior Coach Education Tutor and Chairman of the British Tennis Coaches Association. He has worked in tennis for over 22 years and has been Head Coach at Doncaster LTC and Puma Sunderland Indoor Tennis Centre (both UK) as well as being the County Coach and Development Officer for Northumberland LTA.

John takes a keen interest in 'Performance' level tennis and has coached 3 juniors to National Championship titles. For the last ten years he has delivered the LTA Coach Development and Award Courses up to and including CCA level as well as National Roadshows.

For more information visit www.btcattennis.com, or email john@btcattennis.com





POKER FACE - keep your cards close to your chest and play like a warrior not a whiner!

Andy Magrath

Sometimes, the match result has already been decided before the first ball is struck. In their minds, some players have already thrown in the towel, and what's worse, they give the game away to their opponent!

Yes physical conditioning including great footwork and movement is essential. Sound technique for power and consistency is a key factor. But these components are the performance wheels and steering/handling system for the player. I will address these issues another time.

It is the mindset that is the player's engine. This is what determines how those other components will function. However, it's much more than that.....it can also become the catalyst that determines how your opponent's 'tennis machine' will function.

Let me explain. During the 2010 French Open, Andy Murray was due to continue his quarter final

match with Thomas Berdych after a lengthy rain delay. When Andy stepped onto court to resume his match against Tomas Berdych, you only had to look at his face to know what he was feeling. He didn't look like a man who was ready for the fight. He looked dead behind the eyes. His body language exuded that of a teenager who had been told he had to get out of bed before noon!



Berdych on the other hand was laughing and joking with his entourage just before he went on and looked ready. I thought, if Murray was going to win this particular match, he is wearing the greatest negativity disguise ever! Alas it was no disguise.

Let's take nothing away from Mr Berdych. He played superbly. He took the ball so early, thus taking advantage of Murray's short second serves and lack of footwork. Murray just looked dead on his feet. Murray then just threw the toys out of his



pram with a string of expletives which the commentators had to apologise for. This just added fuel to Berdych's fire. He played better and better and although there were sparks of inspiration from the Scot, they were never maintained.

During the same tournament, we can turn to Robin Soderling's master class against Roger Federer. The first set looked like it was going to be a landslide for the Swiss master but all credit to the Swede as he gave Federer no time on the ball by taking it early and keeping consistent three quarter depth from where Federer was unable to dictate the rally just merely trade shots. Plus the fact that Soderling served extremely well too.

My point here is that although Federer was staring defeat in the face, not once did his mental guise fall. You wouldn't have known whether he was up or down score wise. He just played to the tune of 'ok you've done well but you still have to beat me to win this!' Which Soderling did but they were few free points given away by the defending champion.

Whenever I attend junior tournaments and adult matches for that matter, you always see the players who maintain a 'cool' poker face. They give nothing away to their opponent, even if they are feeling like death warmed up, they never let their guard slip and feed confidence to their opponent.

Then you have the players who wear their heart on their sleeves and behave like a petulant child when things aren't happening for them for whatever reason. They go into 'sulk' mode.

In the game of poker, it is well known that you always play the opponent NOT your hand. You try and read their expression and body language whilst trying not to give anything away yourself. Then there's the bluff element of making out you have a certain hand value when you have completely the opposite.

So must this principle must be adhered to in tennis.

Players must be taught to discipline their minds to focus on positives, channel any frustrations into passion to win and hence maintain control of the match. They must learn to fight when the chips are down and not give away the body language of a beaten player.

You may possess the body of a peak performance athlete and the strokes of a genius but this is all meaningless if your mental approach is wrong.

What I really admire about Nadal is that he plays like a warrior. He loves getting his hands dirty in a real scrap. He plays with blood sweat and tears and always gives 110%.

Djokovic is starting to overcome his mental frailties also although those chinks do reappear every now and then. Remember his match against Baghdatis at Wimbledon 2011? His racquet won't forget it!

Djokovic is maturing and quickly regains his focus during matches.

So my friends, remember to take a leaf out of Roger's book by reciting in your mind; 'You are going to have to really beat me to win today! I won't *give* anything away!'

- Set the correct scene and environment for a decent practice session which includes the warm up.
- Don't do anything half hearted. Whether you are a professional or not, you must act as though you are!
- The practice session must not only reflect the match but become actually 'tougher' and more demanding than the match itself.

This way you will feel more able to deal with any match pressure.

For a 10 second sprint race the athlete must train for 100,000,000 seconds!

We at MTI have developed a full programme that encourages a martial arts approach to tennis which includes warm ups which teach pupils to be aggressive and to compete without fear but not to the point where they punch their opponent on the nose!

Martial arts if taught correctly, always promotes

the correct balance between the development of spiritual and physical strength, flexibility, focus and an abundance of self confidence.

Now set up plenty of on court drills with your partner or coach where you as a player are under pressure and where you have to fight for every point. Above all, work on your 'poker face'. Ask your partner whether they can read your demeanour. Hopefully you aren't giving anything away apart from being very cool.

This pressure could be score wise or being fed balls side to side where you are being run ragged (you have to play balls that are way outside the court too!) but you will NEVER let any ball beat you!!

Time to get your hands dirty!

Mind over matter, so the next time you feel that a certain match is a thousand miles away from you, you must put on an act as if it's very much in your grasp and like Rafa, become a *warrior* not a *whiner*!

Andy Magrath is a Professional CCA (Performance) Coach and is the Head MTI (Modern Tennis international) Coach Education Tutor.

Andy has tutored over 600 coaches and players including ATP coaches all over the world. He has coached all player levels including nationally ranked junior players, some of whom have graduated into highly successful coaches.

He has a vast background and love of other sports. A former county swimmer, he currently studies martial arts.

Andy has been interviewed on BBC TV, ITV and SKY Sports and presented at the TCUK Conference in 2008. He has also co designed the brand new Adult tennis programme for David Lloyd Leisure, the brand new 'Tennis Evolution' programme and the 'Tennis in Minutes' DVD set. He is also the co author of 'Tennis Strokes and Tactics' paperback.

For further information <http://www.playmodernTennis.com>

Want to learn more, attend the Paul Dent Seminar in October.



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THE 7 PRINCIPLES OF COACHING PROGRESSION....part three.

Jason Lampione

Hello again, here is the third and final instalment in The 7 Principles of Coaching Progressions series. I hope you enjoy the final two.

6. Progression Principle #6: The Competitive Live Ball Feed.

Now, we're getting to the juicy stuff. The competitive live ball feed utilizes the same format mentioned in Progression 5, last month, except in this progression the players are working against one another both in singles and doubles format. The coach is on the side of the court feeding in random positions while applying random feeds to keep the process mixed and confused. Ideally, you can have many variations in this live ball sequence such as 2:1 ratios on-court where you have two players at the net and one at the baseline fighting for position. The competitive nature of this format makes the players earn their position on the court by out hitting their opposition with consistency, controlled aggression and converting opportunities during the rally exchange. The coach

can incorporate and implement any number of ridiculous patterns of play, the crazier and more challenging the process the more happier and excited the players become. Normally, anytime I have an opportunity to do some competitive live ball feeding, I will usually make every player work for the point in every rally by feeding a drop-shot while they're at the baseline or throw in a semi-lob in the middle of the court just to see how they react.

In some extreme cases, if you end up having a ratio of 6:1 always keep an even number of players on each side of the court (i.e., 3 on one side and 3 on the other), this will ensure that everyone has a fair turn at staying mobile and active during the hitting process. You can even conduct this progression in doubles format if you end up having that number of players, in fact, transitioning from singles to doubles is a sure way to gain favouritism amongst your players, because it shows that you know how to manage and direct on-court drilling patterns.

Therefore, in order to have the most amount of success with this progression it is advisable to utilize creativity, high energy while mixing up the process as often as possible. You could even incorporate a game around this approach and have each player rotate sides of the court and only give them 5 seconds to respond by purposely feeding the ball while their running quickly to recover from position, this will drive them crazy, but they'll thank you after class, trust me!

- Top Tip #1: Play doubles offence/defence at close proximity to get the class pumped for action.
- Top Tip #2: Incorporate a 'blinding feed' by throwing in a third ball mixer when playing 2 out of 3.
- Top Tip #3: Allow only a one stroke hitting pattern (forehands only) during the drilling process.

7. Progression Principle #7: Open Court.

The last and final principle in this progression is called 'Open Court,' which basically states that all of the previous patterns of progressions have now led up to a full court exchange between all players on-court. Now, you can incorporate the service motion into the final process of this progression and utilise both the cooperative and competitive scenarios explained in the above examples in the

previous principles. I would highly recommend having each player utilise the format 'king of the court,' or 'doubles of the court,' as the beginning and end sequence of the pattern, so that they leave the lesson knowing they've covered all angles of approach within the lesson. Here the coach can be more animated on the court by personally engaging with each player both singularly and in group format by going over key components with regard to strategic and tactics in point play scenarios. The players can engage in competitive 2 out of 3 point play scenarios or have a cooperative doubles drill whereby the coach feeds the ball into play and everyone plays out the point utilising consistency, ball control and directional hitting as the main focal points within this process.

As a final and lasting reminder, since this phase is the most important because it's towards the end of the lesson, be sure to end on a high note. Get inventive and throw in a high energy mixer and use extreme feeding patterns to have your players huffing and puffing for oxygen. Every person on-court should be feeling it, especially in the last 5-10 minutes of class time, make it burn! Have the heart pumping and sweat dripping from their faces and keep feeding until you either run out of balls or you run out of time, whichever comes first. Then immediately have a 1 minute ball pick-up whereby

every player becomes excited and hurried with panic, since nobody feels like doing any of those line suicides you promised everyone would do if they didn't get all the balls up in time, boy will they run! This entire progression should take up a good chunk of time within the lesson, about 15-25 minutes of time or so. Remember, the last impression in the lesson should be a positive one, so get those players pumped and ready for round two, I promise, they'll be lined-up at the front door ready for action for the next week and remember, have fun!

- Top Tip #1: Have each player serve and volley on both first and second serves.
- Top Tip #2: If using more than one court, at the end of 5 minutes rotate court position and side.
- Top Tip #3: The player/team with the least amount of points picks up all of the balls on court.

So there you have it, my 7 Principles of Coaching Progressions. I hope you find them of use and value. Don't forget to focus on the three top tips of each progression. If you have any suggestions for me then please get in touch.

Jason Lampione has been playing and coaching for over 15 years and brings an enormous amount of knowledge and expertise to the industry. He is extensively involved with player development, mental toughness, sport psychology, peak performance, personal and business mentorship along with training ranked junior and adult players from around the world. Jason has established his own company called 'Tennis Logic Management Services,' which is based in New York. Co-partnered with Andy Dowsett of Tennis Mind located in the United Kingdom, along with an active online writer and blogger for The Bleacher Report.

Jason can be contacted at jlampione@yahoo.com



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PRIORITIES VERSUS PERCENTAGES

Paul Newman

I am currently working with tournament players and I am very surprised how little they know or have been exposed to in relation to strategy and developing a game plan. I would like to share something I have used over the years to try and help my students develop a way to address this area. These were concepts and ideas taught to me by Peter Burwash, who is the president of Peter Burwash International.

I do not stress percentages because I don't really think people understand percentages. In fact, a great percentage of the time percentages do not make sense! For example, if the percentage suggests a down-the-line approach to the opponents backhand and the opponent's backhand is as good as Andy Murrays, is that a high percentage shot?

There are books that plot out exactly the percentage of times you should hit your serve, ground-strokes and volleys to a certain areas of

the court. However, the approach is a little misleading, because percentages change according to the circumstances. Whom your opponent is, and where and when the match is being played. Where and when you hit your shots is determined much more by the **priorities** than **percentages**.

Priorities take precedence over percentages, and your priority is to go to the opponent's vulnerabilities, to the opponent's weakness. If your opponent doesn't have any vulnerability you can exploit over and over, play the percentages. If you can't exploit your opponent through priorities or percentages, you've got a match on your hands.

Your overall **game plan** is determined by priorities. For example, if your opponent has a weak backhand, your priority is to exploit the backhand as much as you can. Every time you play, you play someone different (which is one of the great things about tennis) you have a different game plan – so the percentages change with the situation. What

may be a high percentage shot against one player is suicide against another. According to classical percentage strategy, for example you should serve to the backhand 70 to 80 per cent of the time, but if your opponent can't return your slice serve on the deuce court, then of course you should slice a lot to his forehand.

You always have two or three possibilities in a match, and of course the success of a good tennis player depends on his ability to select and place those possibilities in their correct priorities. For example, if you're playing an opponent who is very vulnerable on one side, but it's a very swirling, windy day, you can no longer think about playing to his weakness. Your priority is trying to figure out which direction the wind is blowing and how you can get the ball back somewhere in the court. On a very hot day, your priority may be different than a cool day. Instead of serve and volleying you may want to save your energy and try and make your opponent run.

Your own strengths can be your priorities. Forget the opponent if your strength is stronger than his

strength. You don't have to worry about percentages at all.

ALWAYS HAVE A PLAN!

In closing, many players show up at the court with no idea at all how they will play their opponent. How many times have you heard someone say after



they have already played the first set and half, 'oh he's a left hander, that's my problem!' Most players are unaware of the obvious things, the most important strategy whether you're a beginner or a touring pro is that you *have* a strategy. A football team prepares all week for a match. They study the opposing team and work out every detail of their game. In tennis it's amazing

how many players arrive at the court without the vaguest notion of what their strategy will be that day.

The most effective strategy is made before the match begins, because there's not much time for thinking during a point. Once you're under pressure there's not much real strategy, it's mostly reactions. At most levels, most of the time, the

most important strategy is preparation – knowing what you’re going to do according to the elements involved that day (are you playing on a hard court or clay court? Morning match or evening match? Sunny and hot or cloudy and windy?) A good strategist is a player who has an overall understanding of the game, who can formulate an effective game plan, and then, when all else fails, has some alternative resource to go to.

Paul Newman is a highly skilled and motivated tennis professional who is currently working with a nationally ranked U14 girl who is currently entering Tennis Europe tournaments.

He has worked with Peter Burwash International (PBI), where he has embraced many of his coaching concepts.

Paul also operates two successful businesses, one a Stringing and Racquet Customisation business and the other is a Freelance Coaching business. He can be contacted at

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‘Creating a schools outreach programme’

**Presented by... John Cavill
Director of Tennis at Tennis Works**

**Monday September 12th 2011, 09.00–11.00 GMT
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THE TENNIS DRILL SERIES

Doubles drills

Drill No 21 - Doubles serve and volley

Drill No 22 - Cutting off the return

Jeremy Elbert

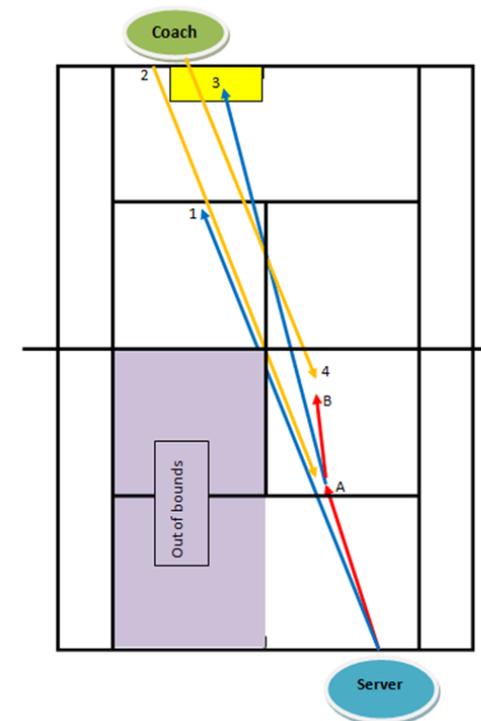
I would like to share with you a couple of patterns of play in doubles that can be practiced in drill situations. Both of these drills replicate real situations, so I hope you enjoy practicing them for better doubles match play.

Drill No 21 – Doubles serve and volley

Taking control of the net in doubles is a huge advantage, so serving and volleying is a great tactic. If the receiver makes a good return then the first volley is very important to put you in that winning position.

1. The player must start by serving from the doubles service position into the box to try and get the ball into the coach's body. This is so the receiver is forced to hit the ball back cross court. (Blue arrow No. 1).
2. The server must move towards the net, following the line of the serve they hit. (Red arrow A).
3. The coach returns the ball cross court down to the player's feet. (Orange arrow No. 2).
4. The player must get down low and guide the volley into the yellow zone which will force a pressure shot from the opponent (Blue arrow No. 3)
5. The player must close in the net if they have hit the ball into the yellow zone (Red arrow B).
6. The coach then feeds a slow / easier ball back cross court if the volley goes in the yellow zone, otherwise they can feed a fast / hard ball to the player if the volley goes out of the yellow zone.

This exercise can be done going in the other direction when serving into the advantage court.



Drill No 22 – Cutting off the return

When you are the server's partner, you must be looking for an opportunity to pounce on a shot. This drill helps develop the partner's ability to cut off the return with a volley.

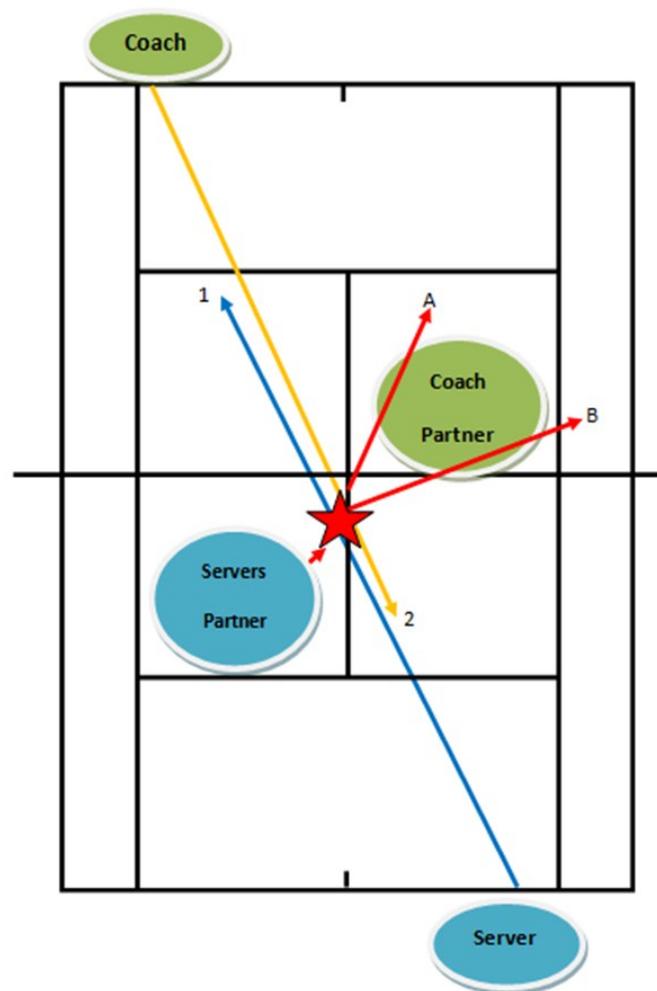
1. The server serves the ball (Blue arrow No. 1).
2. The coach then shouts out when they are going to make the return cross court (Orange arrow 2).
3. When the coach shouts, the Server's Partner can start to move to cut off the return at the Red Star.
4. When they cut off the return, they must make a decision whether to place the ball behind the Coach's Partner or across the front of them. (Red Arrow A or B).

Again, this drill can be done in the other direction with the server serving into the advantage court.

Jeremy is a Performance Tennis Coach at Tennis Works who hails from France and has competed at National and International level including competing in the French Championships at Roland Garros in 2004.

Jeremy has extensive competitive tennis experience and has for the last 10 years coached both in France and the UK across all age ranges and skill levels. He is a FFT BEES Level 1 and LTA CCA Coach who enjoys working primarily with both junior and adult performance players, whilst also enjoying introducing children to tennis through the mini tennis programmes. He also has extensive equipment knowledge and is an excellent stringer.

As a Tennis Works Coach, Jeremy plays a major role in the Stony Stratford Tennis Club (UK) Junior and Adult Development Programme as well as competing for the club. He can be contacted at jeremy.elbert@tennisworks.net.





CREATING A SCHOOLS OUTREACH PROGRAMME

John Cavill

On 12th September I am presenting a live webinar on 'Creating a Schools Outreach Programme', so I felt this article would wet your appetite for the forthcoming event.

Schools to a coaching programme are like fuel to a fire! In last month's article, I wrote about running successful summer camps and the importance of advertising and having links with schools. This article is about how I go about getting into schools and then developing the outreach programme for the benefit of the players, club and coaching programme.

Whilst this article refers to the UK, the same principles apply elsewhere, but obviously your own governing bodies procedures and terminology will apply!

Where do I begin?

You need to know your target audience and where they are, so a database is vital to list all your local

schools, the main point of contact and the contact details of the school. You can create a simple spread sheet that captures this information which can be found by going onto the local council's website which lists all the information.

You should also speak with your County Tennis Development Manager, Sports Development Officer and the head of the school's sports partnership. Their support and endorsement will open many doors, especially if you are allowed to use their logo on any advertising information.

What's next?

Past experience has taught me that emails don't usually work when cold calling schools, so I would advise to take that extra time to phone each school and ask to speak to the head teacher or Physical Education coordinator. Don't hold them up for too long but simply let them know who you are, what club you are involved with and that you would like to arrange a meeting to come and

discuss the possibility of creating a school link.

Getting the school onboard.

As I have been doing this for so many years, I have built up a varied response depending on the school and requirements when chatting through what is possible with the teacher in charge. When you turn up, it is always good to look presentable and wear club / business branded clothing, as first impressions count for a lot.

Prior to the meeting you should create a presentation pack which includes the following:

- Brief introduction to you and your club.
- Information on the club and coaches.
- Benefits of having school links.
- How the programme works.
- Application and registration process.
- Schools link document.
- Ensure you can hand out leaflets all year round.
- Copy of the Talent ID letter.



- Copy of the Application letter.

Getting the kids signed up!

The process for getting children on the courses is simple but this ensures it is controlled. If the school is employing your services, I would suggest you

charge a rate which is invoiced monthly and the school charges and collects all fees from the parents. All the school would need to do is supply you with a register.

If you are running the programme, then you will need to create an application letter. Within the letter it should state:

- Introduction to you and the club.
- Benefits of the programme.
- Length of the course.
- Cost and payment details.
- Player information including contact details.
- Date of the Awards Presentation.
- That the applications should be returned to the school office.

The letter should be given to every child in the school or those years that have been targeted. Once the applications have been returned to the school office, you should collect them from the school, create a register and then send a copy to the school.

Running the programme.

Depending on the space available e.g. playground, school hall or tennis courts, you should have a lesson plan set for each week. I usually run programmes with a new set of 12 children every half term so I get to work with as many players as possible throughout the school year.

Awards Presentation.

On the last session of the course, all the parents are invited to an Awards Presentation, which takes up the last 10 minutes. This is one of the most powerful marketing tools, as coaches rarely get to communicate with the people who make the decision on whether their child can continue playing tennis. During this time you should:

- Introduce you and the club.
- Explain what you have been working on with the players.
- Explain the benefits of playing tennis in your programme.
- Give everyone a certificate and a free session

voucher for the club programme

- Give out Talent ID letters to selected children
- Be available for any questions

If you are converting 10% of your schools programme into your club programme, then you are doing very well, so if you work in one school you'll teach 72 children over the year. With a 10% conversion rate, then you can expect 7 players to join the club programme from one school. Now it is up to you how big you want the programme to be but you can expect to have 70 players from 10 schools, but through these players, they may also introduce their friends, which is another promotion you can run with all your customers.

I hope you have enjoyed this brief but informative insight into creating a schools outreach programme and I hope that can join me on the Webinar on 12th September where I will expand on this area to help you improve your programme and business.

John Cavill is the Co-founder and Director of Tennis at Tennis Works Ltd. He is also the Director of Tennis at Stony Stratford Lawn Tennis Club and heads up the Cavill Academy. For his full profile, please visit tennisworks.net

Join John on the free live Webinar - '[Creating a schools outreach programme](#)', on Monday 12th September at 9am GMT



FUELING YOUR BODY

An extract from our Sports Nutrition series

Melvyn Jones

Food. Your body needs this simple resource to help it to do virtually every single thing that it has to do. From breathing to walking to playing your game, your body depends on food to fuel it.

While water is essential to life, food is essential to performance. Without the right amounts, types and timing of the food you eat, your body will not be able to reach its highest level of performance no matter what you plan to do.

There is no workout that will work for your body more so than the fuel that you give it. It has a direct relation to your performance and therefore is one of the building blocks in successful sports nutrition.

The Balanced Win

Your specific needs are your own, but there is no doubt that if you want to win at physical activity, you need your body to have a balanced diet. You need to consume a balanced diet of foods to be

successful. The combination of foods will provide your body with all the essential building blocks that it needs. These includes vitamins, minerals, fats, carbohydrates, and proteins. Each one plays their own role, one that is crucial to your success.

Think of food as a team effort. You know that you are only as good as your team is, right? When you do not provide all of the right nutrients to your body, to limit them, they cannot perform as a team and then the whole suffers.

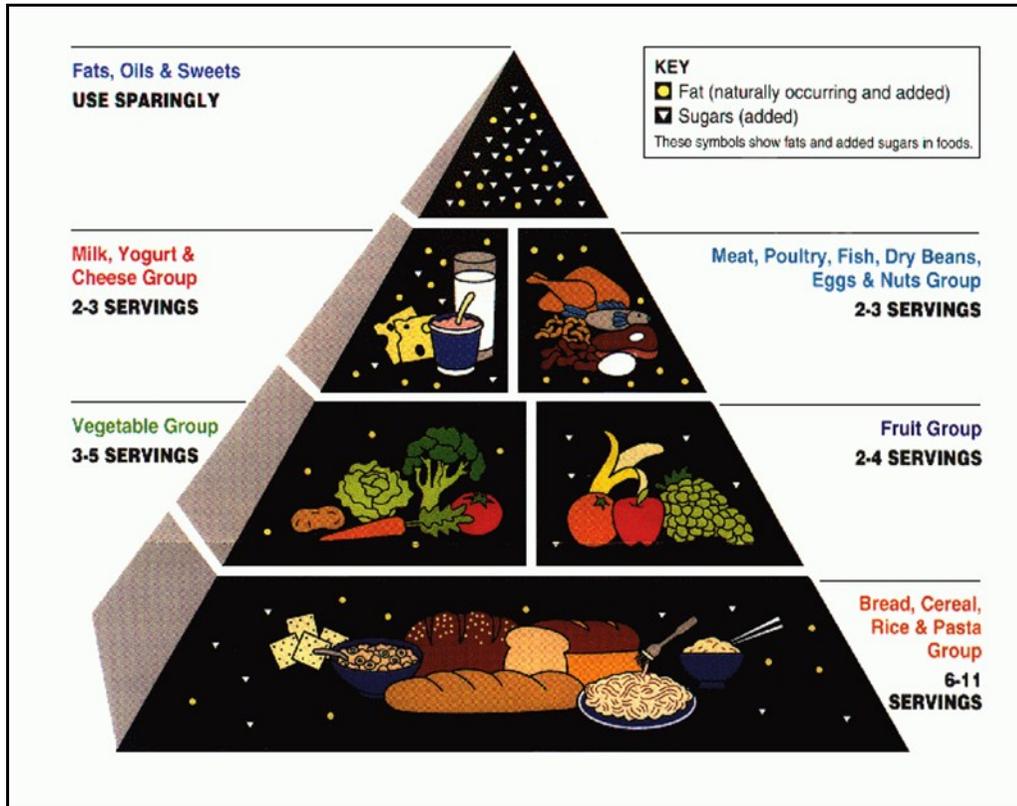
Foods: A Plan For Successful Diet Management

Eating food is a must, of course, but what you eat is just as important as how much you eat. So, let's break it all down for you. Do you remember the food pyramid (see next page) from school? That is the ideal thing for you to use for your basic sport nutrition education.

While we will tweak it later, this is the overall best thing to use to determine where your level of

nutrition stacks up.

go into more detail on what this entails later.



Dairy Group: Your body needs dairy to provide it with calcium. Proteins, vitamin A, and riboflavin are also found in this group, making it necessary for good nutrition.

You should consume at least 3 servings per day which is about 227 grams (8 ounces) of liquid or about 43 grams (1 ½ ounces) of solids.

You will find dairy in milk, yogurt, and cheese. You should limit the amount of fat that comes in from these items though and use low fat products whenever possible.

Vegetable Group: Vegetables are ideal and you will get many of your nutrients like vitamins and minerals from this group, although you will need a good variety of foods from this group to satisfy this need. To

What You Need

Here is a generally recommended breakdown for the *minimum* requirements that your body needs in order for it to perform. The more you demand from your body, the more it will need and we will

balance what you eat, try to eat lots of different colours and look for dark colours for more benefit.

You should have five servings of vegetables per day which is about half of a cup of raw or cooked vegetables, one cup of leafy vegetables or 170

grams (6 ounces) of juice.

Great choices in vegetables include tomatoes, broccoli and Brussels sprouts for their high levels of vitamin C. For vitamin A, go with carrots, sweet potatoes, pumpkin, greens and spinach.

Darker colors, like dark greens, deep reds, oranges and yellows are ideal for a good overall nutritional value.

Meat and Bean Group: With meat and beans comes protein, the very building block for muscles. Therefore you need to ensure that you get enough protein in your diet to allow you to build your strength. Items from this group also commonly include iron, thiamin, riboflavin, niacin and zinc.

You need to consume three servings per day from this group. This is about three ounces of cooked meats, two eggs, one cup of cooked beans or lentils, or four tablespoons of peanut butter.

Good choices include lean amounts of beef, pork, lamb, poultry, dry peas and beans, peanut butter and eggs.

Fruit Group: Fruits are another source of many of your necessary minerals and vitamins. They have vitamin C which is powerful and can be found in your citrus foods. Additionally, melons, strawberries and blueberries are all great sources.

Apricots are great for Vitamin A.

You need to consume four servings per day in fruits which is one whole fruit item like eating a banana or an apple. Half of a grapefruit, 170 grams (6 ounces) of fruit juice, or a quarter of a cup of dried fruits equals a serving.

Grains Group: You will learn that carbohydrates are a necessary building block for energy in the body and many will come from grains. They provide complex carbohydrates that you need including starch and fibre. Additionally, they contain protein, the B vitamin group and iron.

You need to consume eleven servings of carbohydrates per day. This is about one slice of bread, three or four crackers, half of a cup of cereal, rice or pasta.

Good choices for sports nutrition include grains that are whole grain. In this group you find cereals, bread, pasta, and rice. Whole grains are a must.

Oils Group: I have left this group until last because it is the one that causes the most controversy, as the debate continues on good and bad fats. There are four different sorts of fats –

1. Saturated – such as animal fat, butter, palm oil and coconut oil.
2. Trans – found in commercial margarines and

many processed foods.

3. Monounsaturated – such as olive and canola oils.
4. Polyunsaturated – such as sunflower oils.

In addition, canola, flaxseed, walnut and fish oils are rich in omega 3 fatty acids, whilst some seed and grain oils are good sources of omega 6.

Saturated and trans fats are the ones known as 'bad fats' as they increase the amount of bad cholesterol in the bloodstream. The two unsaturated fats are known as the 'good fats' and actually reduce amounts of bad cholesterol in the blood.

Limit yourself to 5 to 6 teaspoons of oils per day. Use liquid oils and soft spreads. Avoid solid butter or margarine. Solid fats, like solid butter and margarine, have saturated fat or trans fat. Liquid fats like olive oil and canola oil have little saturated fat, so they are better for you.

Calories

When it comes to your fuel intake, you also need to keep in mind that the more that you do, the more that you will need to provide your body in fuel.

We monitor how much we intake by calorie count. The average adult male will need to consume 2550

calories per day for normal activity which can double if one is intensely sporting, whilst for an average woman the daily intake is 1940 calories. However, calorific intake needs to be a more exact science than quoting average figures and for those interested it is best to use one of the many free online calorie calculators that exist. Try the ones available at www.nutrition.about.com.

Providing your body with more fuel must be done in the right manner. That is, you should increase it through eating additions of all food groups that we have mentioned and it should be done with lean foods rather than fatty foods.

Depending on the amount of exercise, practice, competition and physical exertion that you need to put out will ultimately determine the amount of calories you need. You do not want to eat too many so that you gain weight in fat, but you do want to provide enough for weight gain in muscle as well as for energy use.

Tips To Remember

1. Eat often, but eat less. Your body should not need to wait hours before its next meal. You need to provide it with the fuel it needs consistently. Eat a meal every few hours that is much smaller.

2. Snacks are the ideal meal between big meals. However, do not go for empty calories or poor nutrition. Great choices for snacks are vegetables, fruits, salads, and nuts. These provide high levels of minerals and vitamins your body is craving.
3. Get your energy from all the food groups. Carbohydrates are ideal for times when you are pushing yourself hard. They are perfect for a workout, but, you do not want to cover them with bad stuff either. Go without the butter and without the dressings!
4. Breakfast is essential. Your body needs a kick start in the morning to get the metabolism moving. It also gets your body working the right way from the start. Never skip it.
5. Skip late night meals. They will not provide you with anything necessary for your health. You need to provide your body with nutrients so that it can do things. Food is fuel, not needed for sleeping!

In the next few chapters of this series, we will break down all the needs that you have and tell you how to balance the carbohydrates, the proteins, the fats and other elements in your diet. It is important to know when to eat and how these

elements of your diet power your diet and your sports abilities.

The next extract from our Sports Nutrition Series – ‘The role of Carbohydrates’, will be in our December edition.

Members of tennisworks.net will soon be able to download the entire series in book form for free from their membership area.

Melvyn Jones is Co-founder and Business Director at Tennis Works Ltd.

Although holding no qualifications in nutrition, Melvyn’s health issues of recent years prompted him to strive for knowledge on the subject and it is this which he imparts in the Sports Nutrition Series which will be available soon at tennisworks.net.

Melvyn has had a full and varied career. Graduating in Geology from Liverpool University in 1980 he worked within the oil industry travelling and living overseas in various environments over a ten year period. He spent a decade within the Post Office Group culminating in becoming Head of UK Operations. He has worked within the world of private education and established a business improvement and development company.

Health problems have had a major impact on his life in recent years and this, coupled with work environment changes, saw him leave the education sector to focus on regaining his health and his prowess in business. He is described by his friends as a serial entrepreneur and business improver.

Melvyn has had a love for tennis all his life and although health issues have put paid to his playing days his passion for the sport is still evident in his involvement in it. One of Melvyn’s company’s, Fit To Deliver have been sponsors of the Cavill Academy since its inception and John has often turned to Melvyn for business advice over the years culminating in them both establishing Tennis Works Limited in 2010.



'JOSH'S TENNIS DIARY'

Hi and hope you have had a great summer. It's been a strange month for me, especially as it should be when my performance should be peaking with all the tournaments. Sadly this has not been the case due to health reasons that I wasn't aware of.

At the start of the month I was preparing for the 18 and Under British Junior National Championships, which were held at the National Tennis Centre in Roehampton. Before getting into the main draw, I had to qualify but this went horribly wrong when I came across Clay Crawford in the first round of qualifying. Only a few months before I had beaten him convincingly but on this encounter I lost 6-3, 6-2. I couldn't say what it was apart from just not feeling as sharp and as fit as I have done. This was difficult to explain as I had been training very well and preparing properly for the event. This was a great opportunity to go as far as I could against the best juniors in the country in the age group above me but it just wasn't meant to be.

The month before I had been experiencing a huge growth spurt, which could explain why my game wasn't altogether but this month it didn't feel the same. After the early exit from the 18 and Under Nationals, it was off to Bournemouth for the 16 and Under British Junior National Championships. I have many fond memories of The West Hants Club as I have won the 12 and Under and 14 and Under National

titles in 2008 and 2010 respectively. Over this year I have been competing mainly in 18 & Under events, so I felt that I could go far in the 16 & Under nationals...possibly even win it! My first round match against Jamie Malik went very well as I won 6-2, 6-3. I played a good game and it was nice to have a little fan club watching. 😊 Last year I was at Stony Stratford Tennis Club, where Tennis Works are based, doing some training and hitting with some of the younger players in the club of which one was a little lad called



Connor. He was on holiday in the area while the nationals were on and his family brought him to watch, which was great to know that they had made the effort and hopefully one day I will be watching him in this event!

The next round I came up against Tom Colautti, the number 2 seed, but we had a day's break between round 1 and 2 due to bad weather. The match started well with me winning the first set 6-4, but after a tight second set which I lost 7-5 my energy levels were low as I went on to lose the third set 6-3. Again, I couldn't explain the lack of fitness to sustain a match but I just didn't think any more of it and probably put it down to growing.

I played Tom on a Friday and on the Sunday night my mum found me unconscious on the bathroom floor. I can't remember any of it, but I was rushed to hospital where I stayed the night. After tests, it was discovered that I had a Urine infection and probably had it for quite a while. After two weeks of complete rest and a course of antibiotics, I am feeling much better... at least this explained my lack of fitness in matches.

With the summer events over, I'm heading out to Spain in a few weeks time for some training. This will be a great opportunity to train with new players and continue to work on my game in a different environment.

Well that's it for this month and I look forward to reporting back next month!

Forty love,

Josh Sapwell— 3rd September 2011



Sign up to any annual plan between Saturday 10th September and Saturday 8th October and apply the discount code ANNIVERSARY and get a fantastic 25% discount on top of our standard offer of 12 months for the price of 10 and a free first month!



Forthcoming events 1



Join our FREE Live Webinar

'Creating a schools outreach programme'

Presented by... John Cavill
Director of Tennis at Tennis Works

Monday September 12th 2011, 09.00-11.00 GMT

Click here to register

[BOOK NOW](#)

Monday 12th September: Join us for our first ever UK morning Webinar. In response to your feedback, asking for a Webinar when you were not likely to be coaching, here it is. Join John Cavill, Director of **Tennis** at Tennis Works as he shares his ideas and experience, as well as offering some helpful guidance on how to develop a successful schools outreach programme, and the benefits of doing so. John has been coaching tennis for 17 years and has been involved in schools tennis since 1997, establishing many successful programmes and school links which introduced children to tennis for the first time.



Live Tennis Works Seminar

'No frills Just mental skill drills'

Guest presenter... Paul Dent

Live Seminar in Milton Keynes, UK

Monday 3rd October 2011

Open to all Coaches

Enjoy an interactive learning experience with Paul as he takes you through an array of mental skills games and drills that will help you instil in your players greater competency, character and a positive mind-set.

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Monday 3rd October: Join us in Milton Keynes as Paul Dent delivers an on court practical Seminar that will enable coaches to improve the positive mind-set of their pupils. Mental strength is the key to peak performance at whatever level a player is competing it. Paul will be taking coaches through an array of mental skills games and drills to help achieve this. Paul has a Sports Science degree from Loughborough University and has been coaching for 25 years and is co-author of the Tennis Coaches Toolkit. He has coached several junior and senior international players and is currently responsible for the Performance Coaches Award course.



Forthcoming events 2



Keep these two dates free, Tuesday 25th and Thursday 27th October 2011 and sit back and share the experiences of internationally renowned Jofre Porta, founder of the Global Tennis Team Academy.

Tennis Works is proud to present the 'Producing World No.1's Webinars. Join Jofre as he shares with us his thoughts, observations and understanding of what the requirements are to develop not one but two world number one ATP tour players!

Jofre Porta is internationally renowned for his work with top players (Carlos Moya, Rafael Nadal, Tomeu Salva and Nuria Llagostera) and is a regular speaker for numerous conferences, courses and seminars worldwide.

WE HAVE TWO WEBINARS FOR COACHES TO ATTEND

The cost of each Webinar is £10.00 or both can be purchased for a discounted price of £18.00. These Webinars are **FREE** for all tennisworks.net Coach members. Space will be limited, but this is a very rare occasion that you will be able to have one of the greatest coaches in the world presenting to you in the comfort of your own home or office.

To register your interest so that you can receive booking details as soon as they are released click on the box opposite.



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**With Guest Presenter
Jofre Porta**

**Tuesday 25th and Thursday 27th October 2011
09.00–11.00 GMT**

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WHY YOU SHOULD JOIN tennisworks.net



Hi, so we have this great offer, where if you sign up to any annual plan between Saturday 10th September and Saturday 8th October and apply the discount code **ANNIVERSARY**, you will get a fantastic 25% discount on top of our standard offer of 12 months for the price of 10 and a free first month!

So what Just why should anyone join us here at tennisworks.net?

We offer a subscription website that provides tennis development and educational resources. Our aim is to '*inspire tennis excellence*' and provide a 'one stop shop' where one will find everything they need to play, coach and develop the wonderful game of tennis whether you are a player, parent, coach, tennis leader, tennis enthusiast, club official or business owner.

Resources are grouped into six main areas:

- **Physical** – Covering fitness, strength and conditioning, visual skills, nutrition and more.
- **Technical** – Covering stroke production for all the shots
- **Tactical** – Covering game plans, patterns of play, decision making and more
- **Psychological** – Covering visualisation, emotional control, positive thinking and more
- **The 5th Performance Factor** – Covering all aspects to do with the tennis environment
- **Business Support Services** – Includes business aids, templates, resources and more

These are in the form of:

- PDF documents
- Video and audio files
- Read only articles

Additionally, you will find:

- **Webinars** –Join us on one of the many live webinars we will be regularly holding where Tennis Works and guest speakers deliver content on all aspects of the game of tennis. Otherwise members can visit our archive of recorded webinars which are constantly added to all the time.
- **Online forums** – Create discussion and exchange ideas amongst like-minded tennis enthusiasts at different levels of development and coaching.
- **Download area** - Where you can access items to download and keep, to enable you to build your own personal library of tennis resources.
- **TENNIS WORKS NEWSLETTER (TWN)** – Monthly electronic newsletter full of interesting and informative articles on all things associated with tennis provided by a variety of different individuals and professionals.
- **Online store** - Offering tennis equipment; clothing and associated training resources in the form of books and DVDs at competitive prices with further discount for members.

We are also pleased to provide two unique interactive resources:

- **Tennis Works Tennis Manager™** - This unique system helps you manage and record the areas you will require as a coach or tennis player including training sessions, competitive events, diet details, physical programme and goal setting. You can with other people, so your coach can easily access information to monitor your programme.
- **Tennis Works Lesson Planner™** - This allows you to create lesson plans that can be printed off, shared with your students or shared with other people from the resources on the website.

There are four subscription levels each giving you different levels of access although all levels, with the exception of the free one have access to **Tennis Works Tennis Manager™** and **Tennis Works Lesson Planner™**. Please visit the site to see what each level offers and the pricing structure.

If you join as a **Developer** or **Coach** you can automatically participate in our **Affiliate Programme** where you can earn income by

promoting the site. This offers uncapped potential to earn additional income.

One of the subscription levels is that of **Enhanced Coach**. This enables you to attend live Seminars at Milton Keynes (UK). Six live seminars are held each year with guest presenters who are experts in their field delivering educational presentations on subjects that support the development of tennis. Many elements of these events involves demonstration on court with players and is a fully interactive experience. Attendees also earn LTA License points. If you are only able, or only wish to attend occasional seminars, you can do so by purchasing tickets for individual events and subscribe to the site at a lower level.

What makes tennisworks.net unique to the other tennis resource sites that exist? Quite simply CONTENT and FOCUS.

Much of our CONTENT is unique and exclusive to us. We have spent many hours filming quality coaching material and producing it in a way that really gets the message across.

FOCUS because we avoid looking at the big name players and instead show what it means to develop from the grass-roots up, from Beginner through Foundation and on to Intermediate and Advanced, no matter what age you are.

We hope you will join us. Visit tennisworks.net and see what we offer.



Sign up to any annual plan between Saturday 10th September and Saturday 8th October and apply the discount code ANNIVERSARY and get a fantastic 25% discount on top of our standard offer of 12 months for the price of 10 and a free first month!

TENNIS WORKS NEWSLETTER - Vol. 2 Issue 1

Welcome to **TENNIS WORKS.net**
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'JOSH'S TENNIS DIARY'
Click here to read about his latest adventures!
Follow how this junior British tennis player is developing to achieve his ambition to play professional tennis.

Article of the Month
Click here to view our featured article of the month.

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FREE LIVE WEBINAR ON 'CREATING A SCHOOL OUTREACH PROGRAMME' PRESENTED BY JOHN CAVILL

Monday, 12th September 2011, 09:00 - 11:00 BST

[REGISTER NOW](#)

Tennis Works is proud to present the 'Creating a Schools Outreach Programme' Webinar. Join Tennis Works' very own John Cavill, Director of Tennis as he shares with us his thoughts, observations and understanding of what the requirements are to develop successful links with schools and the benefits of doing so.



[Read more](#)

TENNIS WORKS TV ON 4TH SEPTEMBER 2011

Check out the latest edition of **TENNIS WORKS TV** from Sunday 4th September 2011



[Read more](#)

LIVE SEMINAR PRESENTED BY PAUL DENT ON 'NO FRILLS...JUST MENTAL SKILL DRILLS'

Monday, 3rd October 2011, 09:30 - 13:30 BST

David Lloyd, Livingstone Drive, Newlands,

Achieving Tennis Excellence

Beginners
New to the game?
Ages 2-4
Under 8
Ages 8-12
Over 12

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For players at a basic level.
Under 8
Ages 8-12
Over 12

Intermediate
For the competent club players.
Under 8
Ages 8-12
Ages 13-16
Over 16

Advanced
For competition players.
Ages 8-12
Ages 13-16
Over 16

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