

ITF Coaches Education Programme Level 2 Coaching Course



The business of tennis



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

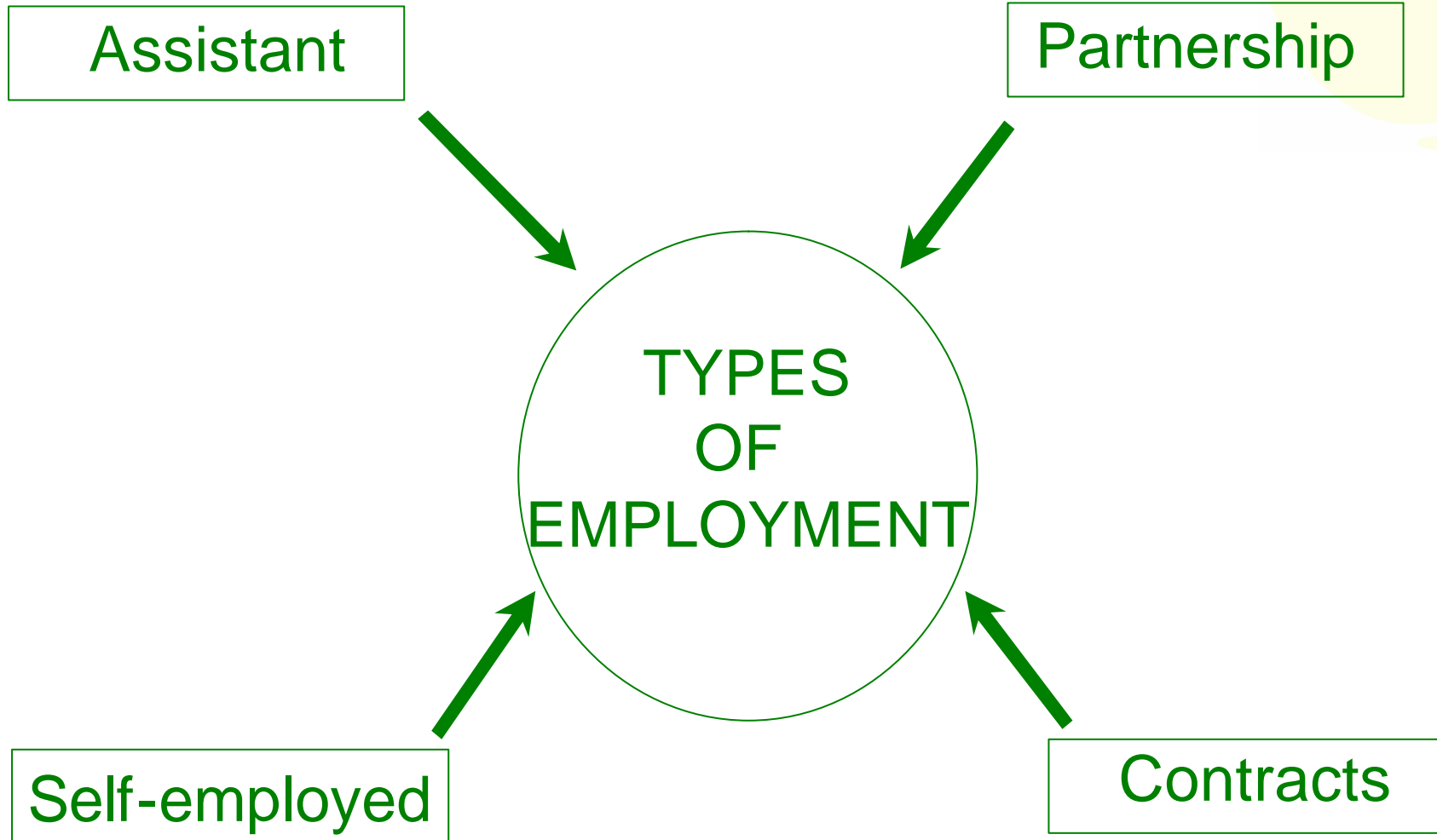
- Identify the different ways of establishing the tennis business
- Identify the different types of tennis employment
- Understand and use the guidelines for writing a curriculum vitae (résumé)
- Effectively use interview and time management techniques
- Know the legal responsibilities of a coach

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 \$20 per hour then for good coaching, a coach could charge:
 - 2 people- \$6 each = \$22
 - 3 people - \$5 each = \$25
 - 4 people - \$4 each = \$26
 - 8 people - \$3 each = \$34
- 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