

Private and semiprivate Cardio Tennis lessons

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As Cardio Tennis continues to grow across the country, more and more ideas are emerging about how Cardio Tennis can be implemented and help you grow the numbers of players at your facility and keep them playing more frequently.

Among these new ideas is the concept of the Cardio Tennis private lesson or Cardio Tennis semiprivate lesson. Below are several reasons you may want to consider expanding your Cardio Tennis program by offering these types of lessons.

1. Some customers prefer to get their cardio workout in a more private and intimate setting, just like the people who choose to use a personal trainer instead of getting their workout in a group setting or on their own.
2. The pro can incorporate not only the regular aspects of Cardio Tennis, but because he does not have to be concerned with so many other players, he can also more easily incorporate strength training exercises such as use of medicine balls and lunges. These exercises would be more difficult to use when you have to keep a large number of players moving.
3. Many of our members have difficulty attending group exercise classes that are scheduled at the facility. By doing a Cardio Tennis private lesson, they can better set their schedule directly with the pro who is giving the lesson. In short, they will have an easier time finding a workout time that best suits their schedule. Research shows that players are looking to do their cardio workout at times when tennis court usage is lower (early mornings).
4. This can help your pros get more hours on the court. This could be especially beneficial if they turn out to be daytime hours, decreasing the amount of nighttime hours a pro may need to work. It will help pros earn more money and have more hours that can be counted toward their earning benefits.
5. Younger and less experienced pros are often hesitant to pursue private lessons, especially with adult members. This is because they have yet to gain the experience that will give them confidence with these types of lessons. Since Cardio Tennis requires less instruction, it is an ideal way for a



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6. younger, less experienced pro to feel comfortable on the court. It is also a great way for these younger pros to showcase their “sparring” skills with the members.
6. Because you can have better control of who is on the court, you can more easily accommodate friends and family members of different skill levels. This setting will allow a parent to be on the court with a child who is on a different level of play. The same could be true for husbands and wives. Emphasizing the “play-with-your-family” aspect could be a great marketing tool.
7. Research has already shown nonplayers are more interested in trying Cardio Tennis than regular tennis. This opens your potential target market to all the nonplayers in your club or your community. Offering an option to do Cardio Tennis in

a private or semiprivate setting may be particularly appealing to new players.

- 8) Semiprivate Cardio Tennis lessons (two to three players) can offer all the benefits listed in steps 1-7 above, plus have the added advantage of lowering the cost for each of the players as compared to a regular (one-person) private Cardio Tennis lesson.

Other marketing ideas include:

- Private groups: Many players are interested in starting their own special Cardio Tennis group that consists of just their friends and family. These self-forming groups have the advantage of allowing the players to choose – the pro, the time, the players in their group, the size of the group, and the frequency at which the group meets. These are all important to today's busy customers.
- Existing women's teams: Many pros have indicated that their women's teams have expressed a desire to have their own special groups that are open just to them. This is another easy way to grow and expand your Cardio Tennis program.
- High school teams: Since these players are already friends it is an easy sell to sign up a high school team for a regular session

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of Cardio Tennis. You may set a session during their season or perhaps after the season. Most high school coaches love the idea of getting their players together in the off-season, but may not be able to do it themselves.

- Cardio Tennis mixers: These special events can be an exciting twist on an old idea. Players have the advantages of mixing courts, and playing with a variety of players and it also adds the social element that so many players are looking for. Schedule an hour for the players to do a Cardio Tennis session followed by a doubles exhibition by the club pros and a meal afterwards, and the evening is sure to be a great success.

In summary, Cardio Tennis is the best vehicle to grow the game in many years. I look forward to generating new revenue at my tennis center that we never had before. If you still have not researched the benefits of a Cardio Tennis program for your facility, visit partners.cardiotennis.com – and see for yourself how awesome this program really is. 🏸



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