

ACE THE BASICS



WHAT IS “ACE THE BASICS”?

Ace The Basics is a 4-week beginner tennis course for adults and kids. It is designed to take complete beginners from no experience to:

- Rallying with a partner
- Understanding basic technique (serve, forehand, backhand)
- Playing simple points

Positioning: Entry-level programme to introduce new players into tennis and our coaching pathway.

PURPOSE / END GOAL

Ace The Basics is a lead generation product, not the end product.

Primary objective:

Convert players into ongoing weekly coaching or memberships
Coaches should:

- Build relationships during the course
- Promote next steps in Weeks 3-4
- Encourage players to continue

COURSE PRICE

- £19.99 per player (4-week course)
- Optional racket: +£10 - £20

HOW DO I DELIVER THE COURSE?

DELIVERY

- Duration: 4 weeks
- Frequency: 1 session per week
- Session length: 1 hour
- Group size: 8-10 players

Suggested structure:

- Week 1: Contact & rally basics
- Week 2: Control (height & depth)
- Week 3: Direction & movement
- Week 4: Serve & points

HOW TO SET UP

- Coach/venue completes course request form
- Course is set up centrally
- Delivered as a one-off 4-week course

KEY NOTES:

- Keep sessions fun, simple, and game-based
- Focus on confidence over perfection
- Maximise group numbers (8-10 players)
- Push progression into regular sessions

COACH PAY

- £12 per player
- Typical earnings p/course: £96-£120