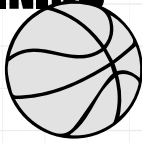


PERSONAL TRAINING GUIDE

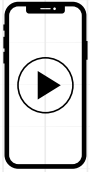


GOALS & OBJECTIVES

- **Improve** experience by increasing member engagement
- **Drive** member retention
- **Increase** ancillary PT revenue
- Personal training should make up a **minimum of 10%** of your gross revenue, monthly



MARKETING YOUR PERSONAL TRAINING BUSINESS



Social

Post highlight videos of members during a personal training session on social platforms to promote Personal Training opportunities. Do this on Mondays, Thursdays, and Saturdays.



In Facility

Shoot 360 coaches educating members and parents about personal training opportunities during ORVs, and as part of their floor coaching routine in the skills and shooting stations.



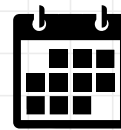
Referrals

When a member refers a friend to sign up at Shoot 360, that member should receive one free personal training session.



Email

Utilize email campaigns with relevant information highlighting personal training opportunities and promotions. Refer to email template for your email campaign guidelines.

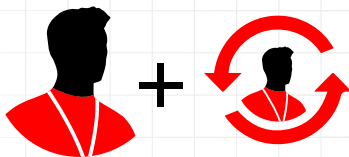


Monthly Marketing Calendar

Utilize your marketing calendar as a resource to drive personal training.



STAFFING & SCHEDULING FOR YOUR PERSONAL TRAINING BUSINESS



Be sure to schedule enough staff to maintain the **"1-up Rule."**



Be sure that the staff person you have administering a Personal Training session is **Shoot 360 Certified.**



For clients who are active in continual personal training, best practice is to have them **scheduled a minimum of 2-4 weeks out.**



THE PROCESS TO GROWING YOUR PERSONAL TRAINING BUSINESS

01

GM or Shift Lead must review the scheduler

to identify what athletes have not engaged in personal training.

02

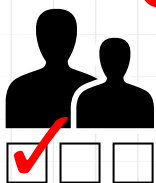
GM or Shift Lead must administer the “Staff huddle” and utilize the “Staff Assignment Sheet” to assign daily PT targets.

03

Get on the court and floor coach an athlete.

Identify an area that the athlete needs help with, and work with them on it for a minimum of 5-10 minutes.

04



Debrief the coaching you did, with the athlete and parent **TOGETHER**

and include the feedback sandwich when giving your recap.

05



Ask to administer a free Personal Training Session. Best practice is to schedule the personal training session within 1-5 days from the time you're asking to administer the free PT.

- Make sure you ask if there is anything else in particular that they would like you to focus on when you meet for the personal training session and be sure to schedule the next session on the scheduler right then and there.
- If the parent says “No,” then reassure them that we're still going to help!

06



Administer the free Personal Training Session.

Be consistent by working on the areas agreed upon by the parent and athlete. Be sure to utilize the “notes” field in the member's profile.

07



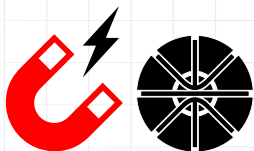
Recap, highlighting what was immediately improved, and then provide a solution/recommendation. Explain why you believe the athlete would benefit from utilizing personal training.

08



Present the different Personal Training options and complete the sale.

09



Provide valuable training for repeat business.

- Focus on having a shared definition of success with your client.
- Focus on training in areas that your client cannot, or might not do on their own and share why it's important.

FOR EXAMPLE:

DURING A PT SESSION, FOCUS ON:

- Weak hand development
- Footwork and balance
- Playing through contact
- Contesting shots

OUTSIDE PT SESSION WITH TRAINER:

- Skills Courts
- Shooting Courts
- Watching/studying games or game-film

PRICING & COMMISSION

Important to note - the following PT prices are all based off of a HALF HOUR personal training session. The majority of PTs purchased are by members and in packs.

Members:

Single = \$35

6-pack = \$175 (\$29.17)

12-pack = \$330 (\$27.50)

Non member:

Single = \$45

6-pack = \$225 (\$37.50)

12-pack = \$425 (\$35.42)

Compensation for personal training includes the coaches standard hourly wage plus commission.

Here are compensation examples for you to use as a reference. Accompanied by talking points to justify the revenue split between the coach and the franchise.

Talking Points

- Work-Life Balance: Enjoy a consistent and predictable schedule that provides stability while allowing you to focus on what you love—coaching.
- Focus On Coaching, Not Logistics: Independent trainers juggle gym rentals, insurance, marketing, client communications (e.g., text, email, social media)—all before they even start coaching. At Shoot 360 we eliminate those barriers by providing:
 - State-of-the-art gym space equipped with NBA-level technology.
 - A team of skill development coaches to assist you wherever necessary.
 - Liability insurance, so you can train with peace of mind.
 - Marketing support and a steady pipeline of leads generated for you.
 - An automated CRM system to streamline communications with clients.
- Career Growth Opportunities: Grow within the Shoot 360 network and the broader industry through mentorship, leadership roles, and valuable connections.

Compensation Examples

1.Coach 1:

a.Hourly Wage = \$14

b.Commission on 1 PT Per Hour = \$12

c.Total Hourly Compensation = \$26

2.Coach 2:

a.Hourly Wage = \$14

b.Commission on 2 PTs Per Hour = \$24

c.Total Hourly Compensation = \$38

PT OVERVIEW

Overview: Shoot 360 Personal Training or PTs are intended to provide specific coaching help for Shoot 360 members. Personal Training Curriculum should provide an enjoyable and applicable basketball learning experience for athletes of all skill levels and abilities. Personal Training introduces athletes to “The Shoot 360 Way” of learning the game and reinforces the value of the world’s most technologically advanced basketball training facilities.

Purpose: To provide personalized skill instruction and coaching for Shoot 360 athletes. PTs should teach essential basketball skills and concepts to foster skill development while utilizing Shoot 360 technology to get better faster.

Goal: At Shoot 360 our goal is to help every athlete learn skills so they can reach their maximum potential as a basketball player. A Shoot 360 PT should be a positive, but also appropriately challenging experience.

Skills Taught: Below are some suggested basketball fundamentals, concepts, and game-like constructs that a PT session might or could include:

- Shooting fundamentals
- Offensive footwork
- Beating a defender off the wing
- Confidence handling the ball.
- Attacking off the dribble.
- Finishing at the basket
- Making the right offensive decisions.
- Offensive advantages/reading the defense
- Defensive concepts and breakdowns
- Rebounding fundamentals – Offensive and Defensive
- How to use the Ball Screen effectively
- Concepts on how to defend the ball screen
- Passing, Cutting, Spacing Concepts
- Competing & Playing Hard
- Playing in the post

PT STRUCTURE

Preparation: Come prepared with a well-structured plan tailored to the specific skills being taught. Remember: *“Teach what you know and know what you teach.”* While you don’t need to be an expert, you must have a solid understanding of the skills and concepts you’re coaching to effectively support player development.

Active Learning: *“Tell me, I forget. Show me, I remember. Let me do, I understand.”* Athletes learn best through action. Keep athletes engaged with continuous movement and high rep counts throughout the session to enhance both retention and enjoyment.

Proper Warm-Up: Should include some dynamic movements and basketball movements.

“Intro It:” Introduce the skill/concept highlighting specific points of emphasis and goals you want accomplished.

“Rep It:” Skill development thrives in a open skilled, game-like environment. Use drills and competitions that mimic real play, ensuring athletes apply what they’ve learned under realistic conditions. Keep sessions engaging, high-rep, and fun. Observe, ask questions, and adjust drills as needed to maximize learning and enjoyment.

“Review it:” Spend time at the end of the session emphasizing the key points of the skill or concept you taught.

Wrap up: Assign specific skill/drills they can do on their own at Shoot 360 to further their skill development and learning.

PERSONAL TRAINING

COACH:

ATHLETE:

✓	WORKOUT	DURATION

NOTES

SKILL BREAKDOWN

This skill breakdown categorizes key basketball fundamentals into our four skill levels—Rookie, Starter, All-Star, and MVP—providing a more structured approach to skill development. Each level is clearly defined and builds upon the previous one, ensuring athletes establish a strong foundation before advancing to more complex skills.

Ball Handling

Level 1: Rookie

Definitions: Stationary; linear dribbles moves in front; hand-ball coordination.

Examples:

- Crossovers
- Pounds
- Wraps
- Quick Taps
- Ball Taps

Level 2: Starter

Definitions: Ball manipulation; any type of exchange of hands + change of direction; stationary footwork; combos in front; rhythmic dribbling.

Examples:

- Between
- Behind
- Spin
- V-Dribble
- Push-Pull
- In & Out
- Quick Tap Wraps
- Rhythm Dribbles
- Double Crossovers
- Retreat Dribbles

Level 3: All-Star

Definitions: Any type of combo move; dribble speed + ball control; misdirection; change of height/pace + direction; unlimited movement.

Examples:

- Pound Wraps
- Cross + Jab
- In & Out + Between + Behind
- Delayed Between
- Punch Dribble

Level 4: MVP

Definitions: All-Star standards + elements w/o hiccups.

Examples of Elements:

- Fatigue
- Time & target
- Weighted balls
- Cone touches
- Tennis ball tosses

Passing**Level 1: Rookie**

Definitions: 2-hand gather + 2-hand pass; step, then pass; stationary targets.

Examples:

- Chest Passes
- Bounce Passes
- Skip Passes

Level 2: Starter

Definitions: 2-hand gather + 1-hand pass; slow-moving targets.

Examples:

- Push Passes
- Post Entry Passes
- Pass Fakes

Level 3: All-Star

Definitions: Any type of 1-hand gather + 1-hand pass; unorthodox passing methods/angles; moderate-moving targets.

Examples:

- Overhand Passes
- Shovel Passes
- Hook Passes
- Behind the Back Pass
- English Bounce Pass

Level 4: MVP

Definitions: All-Star standards + elements w/o hiccups; fast-moving targets.

Examples of Elements:

- Fatigue
- Time & target
- Weighted balls
- Decision-making
- Precision
- Range
- Reaction speed

Shooting

Level 1: Rookie

Definitions: Mid-range shots; stationary catch & shoot; dribble pull-ups out of triple threat.

Examples:

- Mid-Range Spot-Up Catch & Shoot
- Mid-Range Dribble Pull-Ups
- Triple Threat Moves (i.e., rip throughs, pump fakes, jabs)

Level 2: Starter

Definitions: Mid-range catch & shoot + movement; stationary 3pt catch & shoot; dribble moves into pull-ups; 3pt dribble pull-ups.

Examples:

- Mid-Range Trail Catch & Shoot
- Mid-Range Curl Catch & Shoot
- Mid-Range Flare Catch & Shoot
- Mid-Range Pop Catch & Shoot
- 3pt Spot-Up Catch & Shoot
- 3pt Dribble Pull-Ups

Level 3: All-Star

Definitions: 3pt catch & shoot + movement; advanced gathers; off-balance shooting; dribble combos into pull-ups.

Examples:

- Runners
- 3pt Trail Catch & Shoot
- 3pt Curl Catch & Shoot
- 3pt Pop Catch & Shoot
- 3pt Flare Catch & Shoot
- Hesi Pull-Ups
- Dribble Combo Pull-Ups
- Step Backs
- Side Steps
- Spin Jumpers
- Turnarounds
- Fadeaways

Level 4: MVP

Definitions: All-Star standards + elements w/o hiccups; fast-moving targets.

Examples of Elements:

- Fatigue
- Time & target
- Weighted balls
- Contest
- Range

PERSONAL TRAINING

COACH: *William W.* **ATHLETE:** *Samantha Y.*

✓	WORKOUT	DURATION
	<i>Dynamic warm up</i>	<i>5 min</i>
	<i>I-handed Form shooting</i>	<i>3 min</i>
	<i>Full form shooting</i>	<i>2 min</i>
	<i>Seated Form shooting</i>	<i>4 min</i>
	<i>Splash Meter Explanation</i>	<i>1 min</i>
	<i>Catch & Shoot - middle</i>	<i>3 min</i>
	<i>I-dribble pull ups</i>	<i>3 min</i>
	<i>Elbow to Elbow</i>	<i>3 min</i>
	<i>Free throws and wrap up</i>	<i>6 min</i>

NOTES

This week while you are in the shooting court focus on keeping your shoulders square and following through! Great work!

PERSONAL TRAINING

COACH: *David S.* **ATHLETE:** *Steven W.*

✓	WORKOUT	DURATION
	<i>Dynamic warm up</i>	<i>5 min</i>
	<i>Stationary BH</i>	<i>5 min</i>
	<i>Cone drills (change direction)</i>	<i>3 min</i>
	<i>2 ball (forward and back)</i>	<i>4 min</i>
	<i>Water Break</i>	<i>1 min</i>
	<i>Turning the corner - finish</i>	<i>3 min</i>
	<i>Using the screen - pull up</i>	<i>3 min</i>
	<i>Speed Layups x2 (1min)</i>	<i>3 min</i>
	<i>Free throws and wrap up</i>	<i>3 min</i>

NOTES

Use the skill court this week to work on your left hand! You are really close to being able to go both directions with ease. Great work!

PERSONAL TRAINING

COACH: *Katie P.* **ATHLETE:** *Kevan W.*

✓	WORKOUT	DURATION
	<i>Dynamic warm up</i>	<i>5 min</i>
	<i>Defensive Slides</i>	<i>2 min</i>
	<i>Close out and recover</i>	<i>3 min</i>
	<i>Jumping to the ball</i>	<i>5 min</i>
	<i>Water Break</i>	<i>1 min</i>
	<i>Rebounding of the glass</i>	<i>3 min</i>
	<i>Boxing out with rebound</i>	<i>4 min</i>
	<i>Box out, rebound, finish</i>	<i>4 min</i>
	<i>Free throws and wrap up</i>	<i>3 min</i>

NOTES

Don't be afraid of the contact! Next week we will continue to work on finishing through contact. Good luck in your game!