Coaching Aids & Marketing Tips

Overview

Coaches may utilize many different tools while trying to enhance an athlete’s ability or when trying to teach them a new concept. Each athlete learns differently – some visually, some by hearing instructions and others by actually performing the concept you are trying to teach.

This document provides coaches with ideas and tools that will enhance the learning process. They include: teaching concepts, video equipment and pricing information.

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Video

The purpose of video  Video is one of the most powerful tools available to a coach. It has educational benefits for both the athlete and coach. Coaches should create a video library to study successful athletes to see what makes them unique and use it as an educational tool to demonstrate the skill you are trying to teach. Capture and save video files of athletes when they are bowling well, this will give you a visual reference to refer to when the athlete encounters problems.

Video System  As the Digital age is upon us and technology is constantly changing, we suggest using a video system for camps or clinics.

A basic video system is comprised of a video camera, a computer, and a monitor or television. The video camera is the most important part of this investment.

If you are considering investing in a video camera, do your research so that your purchase best suits your needs. Consider the following features:

- Find a camera with the largest view screen possible.
- The ability to record in very low light (If not, additional lights may be needed while filming).
- The ability to connect to a monitor for viewing.
- The capability to download video files to a computer.
- Have playback features such as slow-motion, pause and frame-by-frame.

Consult with the sales associate to find out what cables and or other items may be needed to complete your system.

Mobile Devices  Mobile phones or any of the various touch screen tablets are great tools. There are several free video analysis apps and programs available for mobile devices.
Planning Your Shot

Introduction

Having taken that major step to include video as a coaching tool, it is important to get the most out of this investment. Using a video camera requires some basic knowledge regarding photography and planning.

The material that follows provides tips and concepts to help get the best video possible.

WYSIWYG

WYSIWYG is an acronym for “What you see is what you get.” When you are using a video camera, be mindful that whatever is in the viewfinder is what you will see when you play back the video. Items such as chairs, ball returns, scoring consoles or even other athletes will impede what you are able to see. Be aware of the image and action you wish to capture so precious time and resources are not wasted.

Items to remember when setting up for your video session include:

- Be on the ball-side of the athlete when taping
- Avoid the issue of the ball return obstructing the view by always taping a right-handed bowler on an even numbered lane and a left-handed bowler on an odd numbered lane
- Position yourself at a spot where you can capture the athlete’s entire motion
- Have the athlete wear light-colored clothes and short-sleeve tops to better see the motion of the arms and legs.

Lighting

Lighting issues are a general concern at most bowling centers. There are two scenarios that a coach should keep in mind:

- Underexposure
- Back lighting

**Underexposure:** Many centers are not well lit. One major consideration when purchasing a camera is the ability to record images in low lighting. The feature is well worth the expense.

If you are giving a fair amount of lessons in a considerable period of time, set up lights to enhance the image. Remember to get permission from the proprietor or bowling center management.

Continued on next page
Planning Your Shot, Continued

Lighting Continued

**Back lighting:** Back lighting refers to the setting in which the light is brighter behind the subject than in the area where the subject is located. Taping in this environment will result in capturing a silhouette of your athlete with a very bright background. This will yield very little detail to analyze.

You may have to adjust your angle if your athlete is between you and the sunlight coming in from a door or window. If the lane bed area is brighter than the approach area, it may require additional lighting to enhance the image. Again, make sure you get permission from the proprietor or center management.

Leader

Leader, in video terminology, refers to additional footage captured before or after the desired action. Start the camera before the athlete establishes his or her athletic pose. Having this additional footage will ensure you capture the athlete’s entire initial movement. It may be useful, particularly if the athlete has an abrupt start.

Once the bowler releases their shot, wait two or three seconds to capture any action after the ball is released, such as the athlete falling off balance at the foul line. In this case, it is always better to have more video than not enough. Remember, start the video a few seconds before the start, and let it run a few seconds after the release.

Taking Multiple Shots

When possible, take several shots from each desired angle or vantage point. Since you would not analyze an athlete based on observing one shot, obtaining shots from different angles will increase your chance to capture the desired image required to best analyze the athlete’s motion.

Suggested Angles and Vantage Points

The coach should view the athlete from several different angles. The following pages will offer several angles and vantage points along with suggestions you might want to utilize. Capturing useful images are not limited to the following recommended angles:

- Side view
- Back view
- Release
- Front view
Planning Your Shot, Continued

**Panning**

Panning is a term used when following a subject from one point to another. Starting from the stance through the approach to the foul line is an example of panning. This method of video is useful for a side-view analysis of your athlete.

Items to consider when panning:

- **Camera movement** – Camera movements should be smooth, keeping the athlete in the middle of the viewfinder at all times. Sudden, quick or uneven movement of the camera can result in video that will be difficult to analyze.

- **When setting up** – A suggestion to prevent excessive movement at the end of the athlete’s motion is to start by facing where the athlete will finish at the foul line, then turn your upper body and camera toward the athlete at their starting position. Now you are ready to record as the athlete takes their approach. Follow the athlete with the camera as your body returns to its original position facing the foul line.

- **Account for athlete movement** – When zooming in for this shot, make sure the athlete stays in the viewfinder close enough to capture detail but not so close that the athlete’s movement will cause a part of the body to get cut out of the shot.
Planning Your Shot, Continued

Full Side View

Set the camera near the foul line and have the shot wide open. This will show the foul line on one edge of the frame and the end of the approach on the other side. In this view, the athlete will set up in his or her stance and deliver the ball. You will be able to see the athlete’s entire approach without moving the camera.

Advantages using this shot include:

- Seeing the length of the steps very clearly
- Observing the shape of the armswing
- Watching the head to see that it stays level throughout the approach
- Seeing the athlete’s set-up position
- Watching the athlete’s finish position
- Observing the athlete’s general timing throughout the delivery and approach
- Overall all body posture throughout the approach
Planning Your Shot, Continued

**Video from the Back**

The Back View: The major suggestion when shooting from behind is to line up the camera so it is directly in line with the athlete’s ball-side shoulder.

Make sure to capture the athlete’s image from head to toe. You may choose to zoom in as your athlete walks toward the foul line, or just leave the camera at its initial setting.

Coaches should observe the following:

- Alignment on the approach
- Swing plane direction (out-in-out, in-out-in or straight swing)
- Lateral body posture
- Step-direction
- Balance
- How the thumb and fingers exit the ball
- Location of thumb and fingers at release
- Opposite arm
Planning Your Shot, Continued

Video the Release

An important part of the video is capturing the release. Video cameras have an autofocus feature, that usually works well, but they also have a manual focus setting which can be used as well.

Leaving the camera on autofocus will usually create one of the following scenarios:

If the athlete’s leg or feet happen to cross the sight line of the camera, the camera will try to focus on that and will not be able to adjust quickly enough for the release. If there is nothing crossing the sight line, the camera will focus on the pins or the masking unit and, again, will not be able to autofocus quick enough to capture the entire release.

Setting the Focal Point: The solution to capturing a clear image of the release is manually setting the focal point of the camera where the ball will be released. The following process can accomplish this:

1. When setting up for the release, zoom the camera to an area that will include the entire slide foot at the foul line, the bowling ball, the wrist and at least half of the lower arm. A back view is recommended for best results
2. With the autofocus on, zoom in on the foul line detector or the ball return cap. Allow the camera to clearly focus on this object.
3. Keeping this object within the viewfinder, switch the camera to manual focus setting to lock in this focal point.

Coaches should observe the following:
- How the foot gets to the foul line (toe first or heel-toe)
- Direction the foot is pointing
- Whether the slide foot stays completely on the ground
- If the ball-side leg clears out of the picture
- Distance between ball and ankle (laydown point)
- Position of the hand in relation to the ball
- How the thumb and fingers exit the ball
- Location of thumb and fingers at release
Planning Your Shot, Continued

The first and foremost part of acquiring this angle is getting permission from the proprietor or center management before going beyond the foul line. Once you have permission, find a position standing on the ball-side of the athlete.

Stand on the ball return cap or in the channel on the lane adjacent to where the athlete is bowling, approximately 15 feet down the lane; **do not stand on the lanes**.

The image to capture is the athlete in the finish position at the foul line. Again, the rule of thumb is to have the athlete fill about two-thirds of the viewfinder at the foul line.

Coach should observe the following:

- How the ball is released
- Direction of steps
- Overall posture at the finish position
- Where the eyes are looking
- Excessive body movement
- How the fingers and thumb exit the ball
- Athletes expression (how much effort is being placed into the shot)
The perspectives shown are only a few of the ways you may take video. As a coach, you have different options to choose from and it is up to you to decide what and how you will ultimately shoot your video. Following are a few suggestions.

**Close-up:** A close-up on the athlete is another recommended view or type of shot from the side. Make sure when you zoom in on the athlete that he or she does not occupy more than two-thirds of the frame in the viewfinder when the athlete is closest to the camera. Zooming in too close may result in losing the motion of the armswing or the steps.

When using a close-up shot of your athlete, choose your vantage point. The two we recommend are from the side view. They include:

1. Setting up at the foul line and filming the finish position only
2. Setting up at the back of the approach, filming the start only

**To set up at the foul line** - Set the camera a few lanes away on the athlete’s ball-side, facing the area where the athlete will finish. The advantage of this shot is to focus on the finish position and release.

**Setting up at the back of the approach** - Set the camera a few lanes away on the athlete’s ball-side, facing the area where the athlete will set up in their stance. This allows you to focus on the athlete’s ball start.
Coach’s Toolbox

Introduction

Coaches invest significant time acquiring and increasing their knowledge. It is generally agreed there are multiple solutions to any one item of concern. A coach must expand his or her vision to see other solutions, increasing the ability to help the variety of athletes they will encounter over the years. Developing physical tools or using visual, kinesthetic and auditory learning tools increases a coach’s effectiveness to help athletes.

Tool List

There are many tools available that will help students improve. Unfortunately, there isn’t a “Bowling Coaches Shop” where you can find all these tools. Luckily, many of these tools used are common, everyday items. Pro Shop items such as a quarter scale, armadillo, ball cups, cleaners and skin patches can be found through pro shops. Below is a list of tools supplied by some successful USBC certified coaches.

- Baseball caps and visors
- Towels
- Six-pound ball
- Flagging tape
- Foggles
- Colored plastic index tabs
- Telephone cord
- Laser and telescoping
- Foam football
- Finger inserts
- White board
- Span and pitch gauge
- Ball slices

Baseball Caps and Visors

If you have a student who leans forward too early, use a cap or visor to correct the problem. Both are practical and get the job done. Make sure the brim is on top of the eyebrows and not in the middle of the forehead where it would usually be worn. To keep the pins in sight, the student must keep his or her posture up and keep their head steady.

Six-pound Bowling Ball

Have this lightweight bowling ball drilled to fit you. This lightweight ball is an easy way to demonstrate how the ball should fit the hand and how the ball should be released.
Coach’s Toolbox, Continue

Foggles

Foggles are similar to eyeglasses but the top half of the lens is “fogged” to prevent vision. They were designed to help pilots concentrate on their instrumentation, and are excellent for helping students keep their head up and eyes focused on their target.

These items are especially helpful for athletes who pull their eyes off their target as soon as they release the ball.

Source: Foggles
Sporty’s Pilot Shop
(800) LIFT-OFF

Telephone Cord

To help a student feel when they start to lean too far forward with their torso during their approach, use a 25-foot curly telephone cord as a gentle harness. Place the cord around the student’s chest and under his or her armpits, holding both ends behind them in such a manner that it won’t interfere with the swing. Walk behind the bowler as he or she starts the approach. When they start to lean, tighten the cord. This slight increase in pressure will not interfere with the shot, but will let the bowler feel the moment that their body is out of alignment.

Foam Football

A small, foam football with different colored panels can be very handy for teaching a three-quarter-roll release. The way football officials toss the ball underhanded to each other, putting counterclockwise spin on the ball, mimics the proper delivery of the bowling ball. These small, light balls are appropriate for simulating the grip of the bowling bowl.

Source: Internet, toy stores, local pharmacy stores (Walgreens, CVS, etc.)
Coach’s Toolbox, Continued

**White Board**

A small, erasable white board (8” x 12”) with a variety of colored pens may be used for a number of drawings and descriptions – stick figures for showing the ball position in each step or vertical and horizontal swings. It also can be used for describing types of shots or spare-shooting alignment. A whiteboard is particularly handy because many people learn better when you can show them rather than just tell them.

**Source:** Office Supply Store

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**Bowling Ball Core Photos**

Bowling ball core photos are very helpful when talking about bowling ball evolution and ball reaction. Have at least two; one with a High RG and the other with a Low RG.

**Source:** Your local pro shop

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**Towels**

Use a microfiber towel to remove excess oil from the ball, a larger towel (16” x 26”) folded in half lengthwise and placing it horizontal beyond the foul line. This will help teach students to get the ball over the foul line or how to use loft to change ball reaction. A smaller towel, can be placed under the student’s arm to help them keep their arm close to the body during the swing.

**Source:** Discount stores or any retail store

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**Finger Grip**

A finger insert placed on the tip of the athletes index finger will help keep their index finger from slipping on the ball or help with the feel of how that finger helps rotate the ball.

**Source:** Your local pro shop.

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Coach’s Toolbox, Continued

Flagging tape

Using a brightly-colored piece of flagging tape is a great way to demonstrate the shape of a shot. By placing a length of flagging tape running down the lane in the desired area (securing it with tape on the approach and the back end where there is no oil). The student can see where you want the ball to roll down the lane and explain launch angles, laydown points and breakpoints.

When a student is having trouble walking parallel to the target path, place the flagging tap on the approach in the desired area. This will show the student the path direction to walk. (Place the flagging tape next to the bowler’s path so they walk next to it and not on it.)

- 1-3/16” wide x 300’ length
- Bright, fade-resistant color for maximum visibility
- Constructed of non-adhesive, non-conducting vinyl

Source: Home improvement stores

Colored Index Tabs (Post-it note)

Post-it note folder tabs come in a variety of colors and sizes and are a great way to help athletes keep their eyes on the intended target. As always, remember to ask the proprietor or center management for permission. Choose the target and remove the oil from the lane with a towel, fold the tab so the adhesive side is down and the colored part stands up facing the bowler on the lane. When the student hits the tab, it will make a clicking sound.

To broaden the student’s concept of lane play, use two tabs; place one at the arrows and the second at the breakpoint.

Source: Office Supply Stores

Continued on next page
A laser pointer is great for helping bowlers target different areas on the lane. For example, if you would like your students to target the ninth board at 40 feet, you can keep the laser pointed on the intended target throughout the bowler’s approach. Also, using the laser to identify boards assures that both of you are on the same page and have the same idea in mind.

Source: Office Supply Stores

As a coach, you should be able to understand the basics of a bowler’s fit and if it is correct for them. It is a critical element of a bowler’s development, as a bad fit can cause career-ending injuries and you cannot out-coach a bad fit.

Athletes need a proper fit to be able to physically accomplish what you ask of them. If you suspect a problem, you should be able to check their span and pitches. For a quick span check, use a retractable measuring tape, if you want a precise measurement, then use a “real” span gauge.

Pitch gauges will tell you the pitches or angles of the holes in the ball. If you are not proficient at using the proper tools or checking a bowler’s fit, visit your local pro shop operator and ask for help.

Source: Local Pro Shop International Bowling Pro Shop and Instructors Association (IBPSIA) and Fitting and Drilling a Bowling Ball, by Bill Taylor, is an excellent source of information.
Business Relationships

Introduction

Another aspect to coaching is getting bowlers to look to you as a coach. You have a very important role in promoting the sport with much to offer bowlers, bowling centers, pro shops associations and other coaches. Your coaching efforts will impact a variety of bowlers as you help make existing bowlers better and help new bowlers learn and enjoy the game. People who enjoy the sport and have fun, are going to bowl more often and, in turn, help make the bowling center stronger and more supportive of coaching.

Marketing coaching is similar to operating a business. The following information covers the marketing and business aspects. You will learn how to work with center staff and others to receive promotional support. Bowlers will expect you to present yourself and your work in a professional manner. You will need to be organized and keep good records to track income and expenses.

Bowling Center Proprietors and Managers

Understanding the center’s needs as well as your own can make the coaching/center relationship much stronger. One of your goals should be to show the center how working with you will make it easier for them to retain their current bowlers while helping the new bowlers to have fun. Ask the proprietor or center manager what they are looking to accomplish and include this in your plan. Well-known motivational speaker Zig Ziglar often is quoted saying, “You can get everything you want if you just help enough people get what they want.”

Bowling center proprietors and managers are looking for what is going to make the most sense for the profitability of the center. You must find a way to avoid being perceived as “just another sales person.”

Pro Shop Operators

Working with the local or center pro shop can be beneficial to everyone. These individuals can be a great asset to your coaching as the pro shop is the logical place for people to inquire about lessons. When you refer a student to a pro shop, ask your student to tell the pro shop operator that you referred them. If the pro shop operator knows that you are referring your students to their shop, he or she is more inclined to refer people to you for lessons.

The industry has a pro shop training program called the International Bowling Pro Shop and Instructors Association (IBPSIA). Look for an IBPSIA certified technician to help your students with their equipment needs.

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Business Relationships, Continued

 Associations
Volunteering to help promote and run a bowling clinic or certification class is a great way to get out in front of the local bowlers and build a business as well as a Coach/Association relationship. Helping to make the Association stronger will enhance business and the bowling industry.

 Other Coaches
Teaming with other coaches can create more customers through group lessons, camps and clinics. Building the bowling business means more profitability for everyone.

 Promoting yourself
Let center management know that coaching services are available and that they are there to help benefit the bowling center and the bowlers. Look, act and dress professionally, this will make it easier for center management to market you as a coach to potential clients. Keep an open mind to new ways to promote your services. Find out what successful centers are doing to attract new business and then apply those techniques to your business.
Developing a Plan

**Time Investment**
The first thing you must do is determine is how much time you want to spend. Most of the time availability is dependent on the center’s business. Consider what days and times work best for your clinic, the center and your students. When setting a schedule, make sure to include personal time.

**Lesson Preference**
To determine how to promote business, identify the types of lessons your coaches prefer to offer; private lessons, group lessons or camps and clinics. Keep in mind when running group lessons, camps or clinics it does not mean there has to be only one coach. Working with other coaches is beneficial for everyone.

**Fee Structures**
It is important for coaches to know how much they want to charge for lessons or programs. If priced too high, customers will not sign up. However, pricing too low can create the perception that the services are not valuable.

**Working for Centers**
If the bowling center management has decided to hire your or if you already work for a center, then the decision is easier as they decide on the price allowing you to be paid weekly, monthly per program or include it in your current job description.

**Linage Cost**
If you are an independent contractor you will need to pay linage for the lessons or clinics you give. The center management will inform you of the amount needed and you incorporate this cost into any fees.

It’s recommended to negotiate a flat linage fee (per hour or half hour for individual lessons and per bowler for clinics), this way, you will know exactly what to pay the center.

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Developing a Plan

**Coaching Fees**

How valuable is your time and training? Most coaches who have earned a Bronze certification and are actively coaching, charge between $30 and $50 for a one-hour lesson. Coaches have invested a lot of time and money to learn how to teach the sport of bowling. **Your time and knowledge is valuable.**

Be familiar with the economics and demographics of your area when determining any fees. If possible include the price of lineage into lesson or clinic costs as this makes it easy for the bowler to only make one payment and gives them a perceived value.

Pricing a clinic takes a little more time but is well worth the effort. In addition to lineage, you must factor in the expenses such as; printed materials, advertising, additional coaches, etc.).
Planning a Clinic

Plan Your Approach

The best way to approach a center manager or proprietor is to be prepared and to the point. Most of the time, managers and owners are short on time and only have a limited amount of availability.

Here are some key points:
- Let them know you will require very limited use of their staff or resources.
- Show them the benefits of giving lessons, running clinics or seminars.
- Show them how the availability of lessons will increase awareness with the bowlers and that the center cares about them and their bowling.

Before you sit down with a manager or proprietor, have a list of questions you would like answered before you put your action plan together. Here are a few suggestions:
- What days and times are lanes available for either private lessons or group programs?
- What is the rate for lesson or group lineage?
- How can you help create staff awareness of programs and opportunities so they can help promote them to your bowlers?
- How can you help the center promote programs or services that you want to offer? Are there limits to how much advertising you can do in or out of the center?
- Can you use the center’s name and information in your advertising?
- Would the center like me to be the full-time coach and would there be a salary involved?
- Ask if they would like to run a multi-week program. If so, when would they want it to begin and end? (Hint: Make the last week of the clinic coincide with center sign-ups for new leagues.)
- Show the proprietor/manager the benefits from your coaching programs.
- Having coaching opportunities enhances the perception that the center is a great source for all bowlers’ needs.

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Advertising

Promoting Your Plan

Once you have met with the bowling center management and know what you want to do, it’s time to inform the bowlers. Create a plan to let people know that you are available. To create the most effective promotional campaign, you must have some basic information. Make sure you know the answers to these questions:

1. Who is my audience? For example: open play bowlers who want to have fun? League bowlers who want to improve their average? Others in the community who want to learn how to bowl?
2. What demographic are you targeting? Youth, teens, adults, seniors, men, women, etc.
3. How can you capture the interest of your audience? Fliers, public address announcements, posters, email, social networking etc.

In marketing, it is understood that people do not buy “features,” they buy “benefits”. In this case, the feature is a lesson or class and the benefits are improvements to their game. When promoting clinics be sure to include the features and benefits.

Using Fliers

A common form of advertising is a flier. Be sure your fliers have a professional look to them. Include all necessary information, keeping in mind that people will take them home.

- What?
  - Private lessons, class, clinic, etc.
- Where?
  - Bowling center name, location, phone number and center website
- Who?
  - Who is teaching? List credentials.
  - Who should people contact for more information?
- When?
  - Programs - Include day, date, time of day and number of weeks.
  - Private lessons - Include times available or by appointment
- Why?
  - Include the benefit to the participants
- How much?
  - What is the cost?

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Advertising, Continued

Using Fliers Continued

Fliers should stand out to be noticed. Brightly-colored paper is one of the first things that will attract customers. Note the colors of the fliers that are currently displayed in the center and use something different.

A catchy headline is important. It should be bold, short and include a word or phrase that draws attention. The details should be brief and to the point, while including information as described in the list above.

Business Cards

Business cards are professional and beneficial to help you promote your coaching services. Make sure you have some with you at all times, and once you build a relationship with the pro shop, ask if you can display them in their shop.
Resources

Importance of Correct Information

No coach knows everything. So when asked a question and you are not sure of the right answer, it is perfectly acceptable to tell the bowler that you do not know or that you are not sure but that you will obtain the information and get back to them. The material that follows provides resources to consult when faced with such questions. Consider starting a personal library of information consisting of books and other instructional materials. There are many places available to obtain these resources, including the websites listed below.

Web Sites
- http://www.bowl.com
- http://www.bowlingbookstore.com

Books, Videos and Magazines
- Bronze manual
- Manuals from other coach development classes and seminars
- Focused for Bowling, by Dr. Dean Hinitz
- Revolutions II, by Chip Zielke
- The Bowler’s Guide, by the United States Bowling Congress
- Bowling: Knowledge is the Key, by Fred Borden
- See it, Feel it, Do it, by Mo Pinel
- Going for the Gold video by Fred Borden
- Dick Ritger’s Feelings of Bowling video series (three tapes)
- Advanced Adjustments, by Fred Borden and Jeri Edwards
- Bowling Fundamentals, by Michelle Mullen
- Bowling This Month magazine
- Bowlers Journal magazine

Organizations
- USBC Coaching, 621 Six Flags Drive, Arlington, TX 76011, (800) 514-BOWL, Ext. 8969
- United States Bowling Congress, 621 Six Flags Drive, Arlington, TX 76011, (800) 514-BOWL
- Bowling Proprietors’ Association of America, 621 Six Flags Drive, Arlington, TX 76011, (817) 649-5105
- International Bowling Pro Shop and Instructors Association (IBPSIA), 621 Six Flags Drive, Arlington, TX 76011, (800) 659-9444
Keeping Records

What to Record
Complete records start with a date book or written schedule. Keep this with you when giving a lesson or clinic so you can schedule future appointments. Others may want to schedule on the spot, so be prepared. Enter all personal obligations so there are no conflicts when scheduling. Always make note of availability in the center and don’t forget about time off. You want to avoid getting too tired during lessons and burn out.
Keeping student records is valuable information for providing practice plans and for keeping track of what you are working on from lesson to lesson. It also is helpful when students return for additional lessons. For more information on lesson plans refer to Chapter 4 – Lesson Plan.
In many cases, your coaching income is considered taxable. Likewise, many expenses you have may be considered tax deductible. Please note that this is not, and cannot be, a substitute for consulting a tax professional about what is proper and legal.

Examples
The examples below will help you determine categories for your records.

Examples of Income
- Private lessons
- Group lessons
- High school coaching
- College physical education teacher
- Collegiate coaching
- Sale of instructional materials

Examples of Expenses
- Coach training seminars
- Travel and lodging
- Coaching materials
- Books, videos and other instructional material
- Re-certification fees
- Business cards
- Coaching attire
Summary

Key Points to Remember

Following are key points presented in this chapter.

1. Video is probably the most powerful tool available to coaches. Accumulating and creating a video library can be a very effective educational tool used to visually support and demonstrate an action you are teaching an athlete.

2. Capturing and archiving video of athletes when they are bowling their absolute best will give the coach and athletes a point to work from when the athletes encounter problems with their games or go into a slump.

3. When it comes to video equipment, spend the time to shop and understand what you are buying before making this important investment.

4. Concepts introduced to help maximize video capturing include:
   - WYSIWYG
   - Lighting
   - Panning
   - Leader
   - Taking multiple shots

5. Suggested views and angles to capture images of the athlete include:
   - Side view
   - Back view
   - Release
   - Front view

6. Coaching tools listed in this chapter include:
   - Baseball caps and visors
   - Six-pound ball
   - Foggles
   - Telephone cord
   - Foam football
   - White board
   - Towels
   - Flagging tape
   - Ball slices
   - Bright-colored plastic index tabs
   - Laser and telescoping pointer
   - Finger grips
   - Span and pitch gauge

7. What is your plan?
   - Determine your availability.
   - Are you going to be a part-time or full-time coach?
   - How much time do you have to commit?
   - Are you going to run clinics, learn-to-bowls, private lessons, or all of them?

Continued on next page
Summary, Continued

Key Points to Remember, Continued

8. What business relationship will you develop?
   - How many centers will you coach in?
   - How will you sell your services to the bowling center(s)?
   - Are you going to build relationships with local pro shops?
   - Are you going to work with the Association?
   - Are you going to team with other coaches to teach together or trade business when appropriate?

9. How are you going to market and advertise your services?
   - Who is your target audience?
   - Are you going to use fliers, business cards, and put signs in the centers and pro shops?