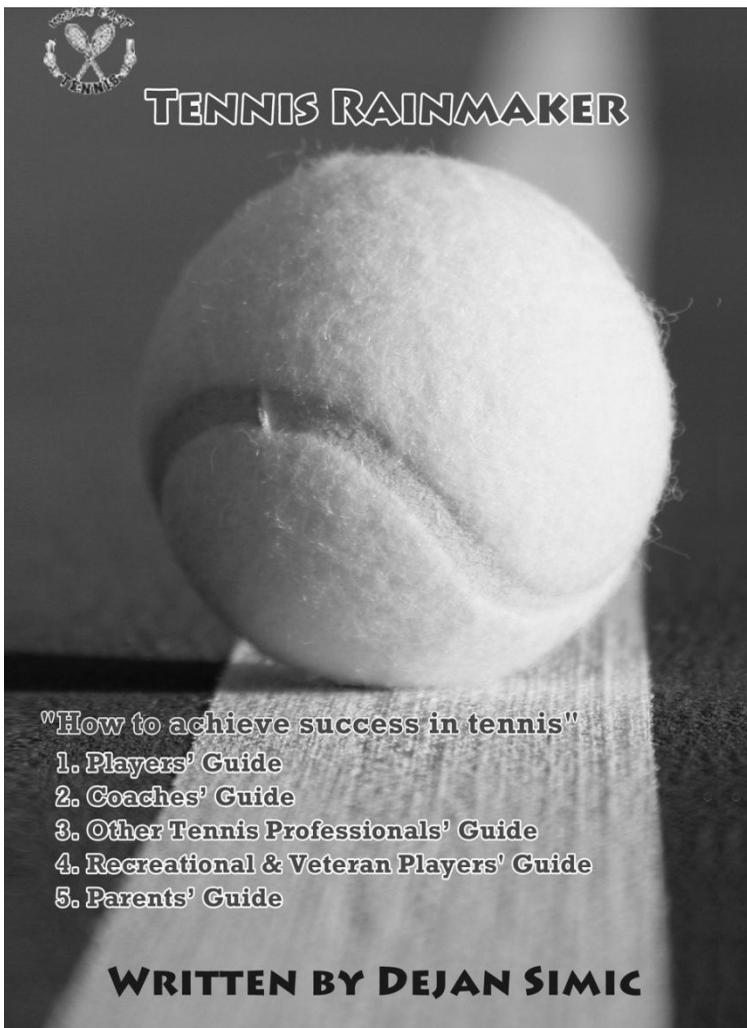


TENNIS RAINMAKER

Really big steps you can take to increase your chances for success as a player, coach, parent, manager and any other party involved in tennis



Introduction

I have been thinking about the title and the content of the new book and how to use my 35 years of experience in tennis for the benefit of all those who love and are involved in this sport.

Thus emerged the idea for Rainmaker Guide to Tennis for players, coaches, parents, managers and all others involved in today's tennis

In all these years of practicing tennis I have passed through all the stages; from being a player, a coach with international reputation, professor, manager, director, president and board member of various tennis associations, institutions and international organizations.

When I sum up all the results so far, I come to the conclusion that all the errors I have made or at least the vast majority could have been avoided or fixed in a better and more effective way if I had had something like the Tennis Rainmaker Guide.

I would like everybody who reads this book to use it in the proper way. This would be my greatest satisfaction; making a personal contribution to the sport that is and will remain my greatest love, of course, along with my wife, Andrijana, and kids, Nevena and Aleksa, who are my greatest support and motivation for new life adventures.

On this occasion I would like to thank my publisher Lulu (www.lulu.com), IT support that I had from Mr.Sampath Kumara and his company Linkmate (www.linkmate.info), design of Marish Solutions (www.marishsolutions.com), editors Ms.Petra Vukorepa and Ms.Roula Fayad, and all those who have given me chances to gain a wealth of experience and thus contributed to this release.

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How to achieve success in tennis

Foreword by Mark Luyk

It is with great pleasure that I am writing this foreword to Dejan Simic' Tennis Rainmaker.

I have just spent a week with Dejan in Beirut and I can tell you he is a man of many qualities. As I'm currently working on the P.R.O.- system for my own business(the letters P.R.O stand for People, Results, and Organization) the first words that come to mind to describe Dejan start with those very letters:

*P*actical, professional, people person

*R*elaxed, realistic

*O*utgoing, optimistic

However, I would not do Dejan justice if I stopped there. He is also very enthusiastic and has a wonderful sense of humor. His booming laughter is quite contagious.

Although he has too many other great qualities to discuss here, there's one I cannot fail to mention.

Dejan has a true gift for networking. This trait puts him right in the middle of life and has undoubtedly contributed significantly to his extensive knowledge, skills and experience.

It's because of this experience I would ask you, the reader of this book, to pay close attention to what Dejan has to offer in this guide. Don't be fooled by the simple way in which he explains his vision. It's all sound advice.

The content of Tennis Rainmaker are meant to be used. Put what you read into practice. You'll be glad you did!

Mark Luyk

Founder of Gung Ho Tennis

Chapter 1: PLAYERS' GUIDE (from tennis school to professional players)

I love kids. They will always be my favorite students. This is the reason why at the very beginning I pay special attention to children and their development in tennis. This guide is focused on how to help them reach their maximum potential while playing and socializing and to take advantage of their maximum potential as players and as people.

You are starting to play tennis? Do you like tennis and you feel comfortable during and after classes? Do you like the coach and his way of work? Would you recommend tennis and your coach to your friends?

If you are not sure that the answer to all of these questions is "yes" then consider changing coach or sport.

Education and training in tennis is a long process, just as school is, but with one major difference: nobody forces you to train in tennis and the training must be pleasurable to you. You need to be aware that skipping training is not good, because it is not possible to become a good player that way.

Patience is most important. You need to learn and improve all elements of tennis step by step through individual and group lessons at the tennis court or elsewhere. Of course, you will like some classes more, some less, but it is necessary to believe in your coach and to communicate with your coach about everything, as it is with your parents as well.

It takes time to master the basic techniques, tactics, and other essential elements of the game before you can start to compete at the tennis tours. However, you will be ready for it if you like to come to trainings and you enjoy the game.

I know from a personal experience that some of my former students were learning slowly at the beginning, but later they became excellent players.

When you learn the essentials of basic techniques and movement games, tactics and rules of the points, you are ready for the official and unofficial competitions.

At competitions, you learn your first big lesson. There are two options, you will either:

win a match

or

learn something

but surely

there are no losers.

Both players are winners, with the difference being that one has won a match that you played, while the other one learned what he needs to improve his skills (techniques, tactics) and match approach (physical preparation, psychological preparation) to play better.

When you lose a match, ask yourself these four questions:

1. What have I played well throughout the match and how have I won the most points?
2. What has my opponent played well and how he has won the most points?
3. What have I played badly and how have I lost the majority of points?
4. If I would play again with the same opponent, what would I change to win a match?

Answer these questions honestly and you're ready to move forward.

Optimism is a miracle; when you combine it with reality, it leads to unimaginable heights and gives confidence as a result in all that awaits us in life.

In life, like in tennis, sometimes you win, sometimes you lose. Sometimes defeat is even better than a victory, if you draw the right lessons from it. Never forget this. Therefore, this is a very important lesson, it will enable you to become successful not only in tennis, but also in how you deal with everything else in life.

Speaking about the official competitions, it is ideal to start with a regular annual program of competitions before ten years of age and to attend approximately 10 competitions annually, 50% of which in competitors own age category and the remaining 50% in the older age category. Every year after the age of ten, the number of annual competitions should be increased by two per year. 50% of those should be international competitions, when we are speaking about the potential for superb tennis.

The number of hours spent in training during the week should range from the initial two hours a week in the first year of training through a gradual increase in training volume and intensity until the beginning of the regular annual competitions when the competitor needs six hours of weekly training. The number of training hours and their intensity should then be increased approximately 3 hours per week for each year until a tennis player when he turns 18 has approximately 30 quality hours of training a week. Of course, this applies to the weeks when there are no competitions (Table 1). At this stage approximately 20% of additional training should be added in each age group listed in the table that are directed to the physical preparations and extra sports and sport activities.

Professional tennis is a complex sport. It requires a multidisciplinary approach with a team of experts who monitor a player. Additionally, the finances are needed to allow a player to attend 25 - 30 competitions annually. The competitions are necessary for a player to get a chance to progress adequately and get to the maximum of his potential.

Of course, it all must be accompanied by the corresponding contracts, but the most important thing is that the player has full trust in the experts who are in his team (tennis coach, an expert in physical training, doctor, physiotherapist, nutritionist, media, PR). If this element is missing, it is a time for changes in order to avoid losing time that can't be replaced.

Table 1

Age: 10

Competitions per year: 10

Training hours per week: 6

Age: 11

Competitions per year: 12

Training hours per week: 9

Age: 12

Competitions per year: 14

Training hours per week: 12

Age: 13

Competitions per year: 16

Training hours per week: 15

Age: 14

Competitions per year: 18

Training hours per week: 18

Age: 15

Competitions per year: 20

Training hours per week: 21

Age: 16

Competitions per year: 22

Training hours per week: 24

Age: 17

Competitions per year: 24

Training hours per week: 27

Age: 18

Competitions per year: 26

Training hours per week: 30

Despite the fact that there are views that would disagree with me, I strongly believe that until the beginning of practicing professional tennis attending a regular school program is of crucial importance.

Education is primary for any business for players after their playing careers, whether it is the job of a tennis coach, sports manager, business or other types of specialization.

In addition, a promising tennis player, with a successful junior career, has a great chance for a scholarship and study at prestigious universities, which he would otherwise have to pay a large sum of money for.

When you decide to go for professional tennis as a player, it is necessary to assure the following:

- High quality tennis training under the patronage of the expert who you have maximum confidence in
- Sparring Partner
- Proper physical preparation, under the patronage of experts in physical training, in cooperation with the tennis coach who organizes the entire program and monitors its implementation
- Adequate psychological preparation with the help of professional psychologists
- Optimal eating program in cooperation with a nutritionist
- Appropriate media campaign

The ideal is to have a professional player management agency program, financial program and media to follow your career.

In the case this is not an option, there are always other solutions, you may:

- Share the costs of training and traveling with some other players of the same or similar levels

- Hire professional experts such as psychologists, physicians, physiotherapists and nutritionists only when they are necessary and as consultants for your career
- Solve problems with your media campaign by setting a Google Alert to track everything written about you as a tennis player. Create a personal Web site and form a personal site on Social Networks such as Facebook (www.facebook.com), Twitter (www.twitter.com), LinkedIn (www.linkedin.com), etc.

When it comes to finances, there are a few ways:

- Sponsorship
- Management company which stands behind your career and producers of sports equipment and gear
- Tennis Federation
- Development Funds
- Funding from a personal budget

As for sponsorship, ask yourself the question what in particular a sponsor receives from investing in your career. Here you need to be realistic and estimate potential, as well as the current profit for sponsors, because nobody is willing to invest in something unprofitable, and the risk of the sponsor in this case is relatively large in relation to investments that are expected from him. As part of what is needed to be better than your opponents, it is necessary that you are original and different, which is especially important in marketing campaigns as part of your career as a tennis player. What is it that stands out from others and that will attract attention in a positive, interesting and friendly way?

Management companies and agencies, especially those which have an outstanding reputation in tennis and the highest number of successful players, generally keep an eye on the best and the most prospective juniors. Along with the appropriate contracts they are following the player, providing him with all needed conditions, particularly with regard to the successful transition from the top junior tennis to professional tennis. Provided that you are in this category of players, be careful before you sign any contract because one unfavorable contract can cost you millions of dollars later. It is best to consult and hire lawyers in such cases, experts in these and similar types of contracts.

Financial support by the Tennis Federation is one of the most outdated business models in modern tennis. National Tennis Federations in some countries (France, Great Britain, USA, Australia etc.) have created excellent programs which help the development of talents, based mostly on junior tennis.

As a professional player you have to face the fact that you represent the product in the sports & entertainment business which are subject to business rules and laws. Anybody who is interested in investing in your playing career wants a ROI (return on investment) and profit, except possibly for the parents, family or donors who are willing to help financially without the financial obligations that you would later have for them.

Let's look at the real cost of a professional tennis player who is just building his career, and realistically, under the best conditions, requires two to three years to secure his place in large arena-type Grand Slam and Masters tournaments, through the success on the Satellite, Future and Challenger tournaments.

Given that successful professional performances at smaller competitions barely cover the costs of players and coaches, it is necessary to annually provide the following (Table 2):

Table 2

1. Emergency fund (30 tournaments annually * \$ 1,000) = \$ 30,000

2. Salary of a tennis coach (12 * \$ 2,500) = \$ 30,000

3. Salary of a coach for the physical preparation (12 * \$ 2,000) = \$ 24,000

4. Equipment and props (12 * \$ 1,000) = \$ 12,000

5. Consulting and the services of doctors, physiotherapists, nutritionists and psychologists (12 * 1,000) = \$ 12,000

6. The use of tennis courts, gym, fitness etc. (12 * \$ 1,000) = \$ 12,000

Total \$ 120,000 annually or \$ 10,000 on a monthly basis

How much money is it possible to earn by playing on the Satellite, Futures and Challenger tournaments?

Provided that you are extremely successful, not more than \$100,000 annually.

How to reduce costs?

There are several ways:

1. Connect with another two or three players and share the costs of the tennis coaches and experts in physical preparation

2. This way, by mutual association, you are provided with sparring partners as well

3. At the very beginning of your professional career attend tournaments that are in your vicinity, or where accommodation costs are low or free of charge (many tournaments of this level provide hospitality in their offer)
4. Use online consulting and services whenever possible (free of charge or with relatively small investments)
5. Provide yourself with an adequate insurance, which must be an integral part that follows your career. It will give you an appropriate medical support and security in the case of injury or other accident

As you can see from the above analysis, finances are not the only and primary condition, as many want to make it seem, especially those who haven't succeeded. Will, perseverance, teamwork and desire are necessary for constant improvement. I know from personal experience that many less talented players have succeeded while some other exceptionally talented ones failed because they did not accept the laws of professionalism that modern tennis requires.

In case you have managed to reach the world top ATP (www.atpworldtour.com) or WTA rankings (www.wtatennis.com) "Congratulations". It is necessary to use your time of glory and success in the right way and get good money from the prize money through the big competitions, sponsorships and commercials.

There are also many other ways a successful tennis player can increase his / her income besides the prize money from the tournaments, tennis equipment sponsors, and commercials, such as:

- Endorsement: clothing, products, developing something that is truly you, like jewelry, clothing, shoes, speaking engagements etc.

- Investing: Starting a business like a management company for other players, buying a tennis club and turning it into a destination for pros and amateurs etc.

For players who have had a successful junior career, but failed to find their place in the top of professional tennis, the top 100 best ranked on the ATP and WTA rankings, which is a prerequisite for a good income from tennis, I recommend college as the first place. There are many reasons for this, especially in order to secure investment for the future, because being a coach or sparring partner is a big risk, in case you do not have an academic background. Possibility of injury or accident that would end your career is big, so it is necessary to have an alternative solution. You can do the job of a tennis coach or sparring partner while your physical capabilities allow you and the job makes you feel good. Another reason for college is that for a successful coaching career, as well as all the other possibilities that tennis management provides, constant improvement and education is necessary. There will be more about this topic in the chapter dealing with the career and success in tennis coaching and management.

In my first book published under the headline "From tennis school to the training of professional tennis players," I described the detailed methodology of training from the beginning of tennis practice to the successful career. That was the title of my final thesis at the Faculty of Physical Culture, Department of Tennis (College of Coaching, Tennis Department). At that time I worked as National Team Captain of the Junior National Team of Yugoslavia. A few years later, in 2000, I wrote a development program, as Secretary General of the Tennis Association, which was published in the media (Sports Journal, tennis page). I mentioned that Serbia will be one of the best and most successful tennis nations within 10 years (back then, in 2000, the top-ranked tennis player from Serbia was about 300th place on the ATP rankings). Nobody believed me, but practice and the results showed they were

wrong. In the time limit of 10 years two female players (Ana Ivanovic and Jelena Jankovic) took 1st place in the WTA rankings, Serbia won the Davis Cup in 2010, while Novak Djokovic ended tennis year 2011 as the winner of the three Grand Slam tournaments (Australian Open, Wimbledon, U.S. Open), at the first place of ATP ranking list and officially declared as the best athlete of the world in 2011.

CHAPTER 2: COACHES' GUIDE

Many books, articles and videos were issued related to tennis techniques and tactics, drill training and exercises in the tennis court and outside, movement, training methodology, physical and psychological preparations. In this issue I decided to keep the focus on tennis coaches' career, the way it should be built and in which direction to move towards success.

A tennis coach has many options and can work as:

Full- time employee

Independent Contractor

Part-time Coach

Travelling Pro Coach

Volunteer

Full time employee is the most common form of coaching, which means that the coach has a business contract exclusively for the club, organization or institution that employs him.

This model viewed from the side of a coach has its advantages and disadvantages. Firstly, it provides a necessary security. The employer provides all the necessary documentations and all other necessary legal matters related to the coach and his commitment, including insurance. I personally think this is one comfortable and a favorable model, especially when it comes to big tennis academies, clubs and organizations, in which the coach has a chance for further career development, which would allow him to increase revenue.

This is a model that is particularly beneficial for coaches who prefer working in a team. In such an environment teamwork is

the most important. By cooperating with other team members, by joining forces competitive and financial results are achieved.

When there is an adequate cooperation between the team members that are competent for the job, the results are always there. I had the opportunity to convince myself of this, seeing this example in many clubs, tennis academies, college teams and the other tennis centers & facilities worldwide.

The moment a cooperation between the team members does not exist one must react and make appropriate re-structures quickly to maintain the cohesion and achieved reputation of the team.

As a full time employee it is necessary for a coach to adapt to the demands of his surroundings. At the same time, he gains a personal satisfaction and continuous improvement from his surroundings. This is the only honest relationship that a coach can have with himself and with his employer. It is necessary to have collective goals, as well as individual, that need to be periodically (every three months) corrected.

The benefits of this structure are multiple. As an individual, it is essential that you as a coach are actively participating in everything that happens in a club or organization, in order to be able to create an environment in which you work. All that you think that needs to be corrected in the professional and organizational part of the work you should present as your personal opinion and nobody will blame you for it. On the contrary, it will only contribute to achieving better results in the perspective.

What destroys this organizational structure is not being honest with yourself and others, and not following the team structure. The moment you feel no longer satisfied with a situation where you are, you need to talk openly about it. If you do not find a

common language with your employer, it is time to seek a new club or a new working model, because the existing organization is not able to provide you with the conditions and chances that you expect.

You should not hesitate or look back when you decide to make this move. Simply, at some point you have not found the opportunity for further collaboration with your team or organization, you should separate in a friendly way, not closing the door behind you. You never know when and where the new opportunities in the future will open up. Perhaps it can be in a club or organization in which you used to work and you know well their opportunities, which will look different in a new structure, after a number of years.

Many times I have changed clubs and organizations where I have worked and I have never made a mistake. I could go back to the majority of those clubs and organizations at any moment, and as an advisor and consultant I am always ready to help whenever there is a need and opportunity for it.

In life, as well as in coaching, one should recognize the opportunity when to start with something new, but at the same time one needs to know when it's time to go and change the surrounding. No regrets!

To get the chance as a coach in a club or organization you want, it is important to note that the full time coach is generally selected based on the following criteria:

1. Playing background
2. Academic background
3. Personality
4. Teaching background

As for the playing background, it was shown in many instances that it is not necessary to be a top player in order to become a top coach. However, it is desirable that the coach has had a successful junior or college tennis career. Of course, the experience gained by playing on the ATP and WTA tournaments is a great plus, provided that he has actively monitored developments in tennis after his playing career and has worked on his coaching education.

When the coach is ready to work on himself, both on his coaching education, and on his ability to perform in accordance with the requirements of modern play, he can certainly achieve an enviable level of the coaching profession.

Academic background is of a great importance, especially when looking at the multiple roles of coaches in the training process of the player. An educated coach is certainly able to see the players and the organization of training and the club as a whole, which provides breadth and a global approach to solving problems. It is necessary that he has tennis education as well.

I would definitely recommend the ITF (www.itftennis.com) and PTR (www.ptrtennis.org) coaches programs. Additionally, there is a great advantage to having appropriate education in sports and tennis management like Cliff Drysdale Tennis/Tennis Club Management Services (www.cliffdrysdale.com) or Professional Tennis Management of Ferris State University (www.ferris.edu), as well as a general education and networking skills.

In many instances I had the opportunity to see that the coach with the academic background, including those who didn't have a successful playing career, achieved much more success in the career than those who had no academic background and have constantly worked on their education and training.

Personality is very important for a coach, who in order to be successful, among other things, must have leadership skills as well. In a complex structure, especially in the segment that deals with competitive tennis, which is comprised of different types of experts, a tennis coach is the one who takes a leadership role in a team. Along with management of the technology training skills, it is necessary that the trainer has excellent communication skills, and that he with his complete image attracts attention and provides a representative example. The coach will be able to function over the long run, coupled with the continuous education and training.

When it comes to a coaching career it should be carefully built, step by step, you should not expect success overnight. It is necessary to plan what you would like to accomplish in a coaching career, then you find the way to make it happen. I will add that it is necessary to have a daily, weekly, monthly, annual and multi-year plan, and if necessary to make the necessary corrections to your own plans and organization of work and career.

Provided that you follow these rules, I'm sure you will have the opportunity to become a tennis expert, to the great pleasure and satisfaction of the club or organization that showed confidence in you.

Independent Contractor is, in my opinion, the best variant of a tennis coach, provided you have the quality and you believe in your capabilities.

This work structure opens a wide range of opportunities for creative work and relationships with clients. As the most important condition always keep in mind that 20% of your clients deliver 80% of your profit. Thus, in addition to quality work and efficient self-marketing, spread your clients base permanently, and it is important to focus on the 20% of clients that directly or indirectly bring you 80% of your profit. Open

your eyes, identify them, the rest comes by itself, it is only a matter of time.

It is important to know that as an independent contractor you must have strong marketing and sales skills. Firstly, you must know how to sell yourself as a coach, then the programs and products you offer.

Word of mouth is the best ally you can have as a coach, Independent Contractor.

When it comes to classical advertising campaigns, each of us is confronted with about 200 advertising items a day, which is about 6,000 advertising items monthly. How many such product do we buy? Let's say 6, which means that the rate is 1:1000. When it comes to Word of Mouth marketing, if you create an appropriate approach with your clients to expand your customer base and so they recommend you to their friends, then for a maximum of five existing clients you will get another one, which is a ratio of 1:5, or 20%.

Therefore, it is important to concentrate on the following:

Who of your clients has the greatest influence in society and is ready to help with your marketing Word of mouth campaign?

Which customers bring you the highest profit? In practice I have realized that this particular group has the highest positive impact on a marketing campaign.

Who are, as a very important and strong marketing group, your long term customers and their friends who came through recommendations?

From personal experience I can recommend to the independent contractor coaches always to have the same hourly price for all customers in order to keep their reputation.

In the case that your customers pay for tennis lessons and programs in advance, it is a great marketing move to give discounts based on the amount of paid hours in advance, but at the same time to hold the basic price. For example, if the price of your tennis class is \$50, when a client decides to purchase a package of 5 hours, offer the possibility of buying this package for \$200. In this way, you will keep the price of your class at \$50, but you will offer to the client one free class as a gift for purchasing 5 classes in advance. This kind of gesture will be appreciated by every client and he will certainly participate in your Word of mouth campaign, as well as be pleased to help your clients base.

Take care that the clients who do not bring any profit or marketing are not distracting you and wasting your time. Most often, these are the potential clients that put the most importance on the low cost of the hourly rate, are irregular in training and do not pay on time. My advice is to get rid of those clients as soon as possible and send them to another location. Keep in mind to do so in an appropriate manner to avoid jeopardizing your reputation. For the clients that focus on the cost of classes, it is the best to ask the following question as an answer: "How important is the quality to you?". In the case that you manage to find a solution with these customers and they agree to your conditions (you should always ask them to pay every tennis class individually, or as a package which was already mentioned), practice has shown that even these so-called "heavy customers" are a very good marketing resource and will make sure to recommend you to their friends.

A very important factor in success in any job is location. It is important to rent good locations. So, always before you decide to rent courts you should make time for detailed research of the population and the potential customers. If you are taking over an existing club, always specify the new programs that exist in your bid and put title: "Under new management." This way you will, besides new customers, attract club's old

customers, who feel nostalgic for the club but were not satisfied with the previous club management.

It is very important that you as an independent contractor have your web-site, as well as being very active in social network sites, especially Facebook, Twitter and LinkedIn.

Since photos and videos are very important content, my recommendation is that you, as an independent contractor, always have a photo or a video camera with you. Besides making a network presentation, with a camera and good photos you can always make outstanding animations and slide shows using the Animoto website (www.animoto.com), with appropriate music in the background to animate your current and future clients.

A video camera is a necessary part of your tennis facilities, as it constantly opens new opportunities for expansion of your customer base through YouTube (www.youtube.com) and social network sites, as well as analysis of existing clients and their game techniques.

You need to change programs and the content every two weeks. That way the reputation and interest for your business will grow. In most cases, these are not radical changes in the work program; the important thing is that there is a continuity in innovations and that every two weeks you produce a new program or content. It can be anything, from the presentation of new programs or contents, to going with a group of attractive customers to a highly professional tournament as observers or to the tennis clinic to the exclusive tennis resort with the active participation of your customers as players.

At the same time you are keep the programs and facilities that are the most interesting for your customer base and are the most profitable for your work. This way you are getting a

reputation as the expert who follows all innovations in tennis. At the same time you are testing and creating the market.

In order to succeed in your plans regarding new information and proper presentation of new programs, you must have a mailing list of your existing and potential clients. For that, I recommend that you use the really outstanding Aweber service (www.aweber.com). By using this service you will be able to be in constant communication with your customers and thus successfully perform all your marketing campaigns.

Individual or group classes ?

My personal opinion and experience is that both options should be used. Generally, the price of individual hours needs to be relatively high in order to keep your clients' respect. When we are speaking of group classes, the price is lower per person, but generally speaking this type of class is more profitable for coaches, which is shown in the following table:

Table 3

Individual class = \$50

2 people (2 * \$40) = \$80

3 people (3 * \$30) = \$90

4 people (4 * \$25) = \$100

Group of 6 (Cardio Tennis, Tennis Clinic etc) 6 * \$20 = \$120

It is important to emphasize that in order to control the system, whenever it is possible group classes should be charged as a package on a weekly (intensive courses) or a monthly basis.

You can use a part time job as a tennis coach to contribute to your overall income by doing something that you enjoy and love. It is also possible to work a part-time job in two or more clubs, have a full working schedule and concentrate completely on the coaching job.

Statistics show a discouraging data that 70%of the people who work are not satisfied with their lives because they don't work jobs that they enjoy. By working as a tennis coach, you are practically involved in play and sport that you have chosen yourself, so you belong to the group who is lucky to be in the business they love. Do what you love you will never work a day in your life.

Of course, the job you do also has to bring some financial satisfaction, otherwise it is just a hobby. This is an essential difference between professional coaches and volunteers. A professional coach has as one of his primary goals financial profit, while the volunteer works for the personal satisfaction as a hobby.

There is one very good option that I recommend; you can work as a part-time coach, while you use the rest of your working time for management and marketing of your activities, tennis coaches and professionals from other fields that you have in your team. In my opinion, this kind of organization of your job and activities is a masterpiece, because in addition to the permanent improvement in coaching skills, you also have the opportunity to fully express your creativity. What is very important, you work also on your business and in your business.

Pro-Coach Tour is a great challenge for any coach, who in this case is the leader of an expert team that monitors players or a group of players of a similar level at the professional tournaments. In addition to coaching qualities and a solid playing level, it is necessary for a coach be a good manager to succeed in this type of coaching work.

Unlike other types of business coaching, in tennis the result here is of a primary importance. Results are exact data, so the success of the players and coaches can be very precisely assessed, together with their cohesion.

In cooperation with the player, the coach creates training and competition programs and is responsible for the results. If you do this job in a coaching profession, I suggest you always insist on such conditions. If you are asked to be a coach, manager, sparring partner, PR and psychologist, it is a challenge for you as a coach on the one side, while on the other side you take on a great obligation imposed by the results.

This is certainly one of the most interesting jobs for coaches. In the case of success and if he confirms his quality with results, he attains a great reputation and publicity, which opens up many possibilities.

Tennis and tennis coaching jobs attract a large group of volunteers who devote themselves and their free time to their hobbies. As a volunteer, myself, I recommend that you deal with the part of the work that brings you pleasure and also contributes to the development of a tennis environment that hires you. This creates an extremely positive win-win atmosphere that brings to all of its participants an appropriate satisfaction.

CHAPTER 3: OTHER TENNIS PROFESSIONALS' GUIDE

Tennis players and coaches are closely linked with other team members, experts in their field. There are so many opportunities in today's tennis for other professionals, beside tennis players and tennis coaches. The tennis industry is booming, bringing in millions in annual revenues, offering many more opportunities every day, such as:

1. Tennis Marketing / Events / Promotions

Includes all levels of tennis marketing events, promotions, public relations, advertising and corporate sponsorship

2. Tennis Media

Includes all levels of tennis writing, reporting, producing, editing, copywriting, broadcasting etc

3. Tennis Administration & Management

Includes all levels of accounting, administration, customer service, finance, human resources, management, tennis information, merchandising, arena operations etc

4. Health / Fitness / Recreation

Includes all levels of professional and recreational health, medicine, and fitness programs in order to achieve a higher level of performance and better health in general

5. Sales

Includes all levels of different jobs in sales, such as: apparel, sporting goods, advertising, TV and the other media, tennis equipment, tennis accessories, tennis clubs, leagues & teams

6. Computer / Tech jobs

Includes all levels of web design and maintenance, graphic design, computer operations, networking, art, coordination system, Internet, production, IT support and coordination, programming

7. Internships

Includes all levels of internships in the tennis industry from the clubs and resorts to the professional tennis events

I would definitely recommend 'Careers in tennis' network (www.careersintennis.com) to those who are seeking new opportunities for a career in tennis, whether it is a teaching/coaching career or the other jobs in tennis from management to manufacturing, sales and service to public relations, research and court construction.

CHAPTER 4: RECREATIONAL TENNIS PLAYERS & VETERANS' GUIDE

Recreational players represent the largest population in tennis, and they deserve the special attention.

Overall, the tennis industry is largely successful thanks to this group. Recreational players are also the biggest consumers of the tennis offers.

I would start the recreational tennis players' guide with the advice to begin tennis education with a coach. Only this way will you be in a position to properly learn the basics of tennis strokes and movement techniques, tactics and the strategy of game points. This also applies to those who were involved in tennis as a child, then stopped because of different circumstances, and after a given number of years returned to this sport.

Ideally, when you learn the basic techniques and tactics, as well as points rules, you will have available some friends with whom you can play. Of course, the coach is always the one who can provide you with further improvement, but a challenge is also to play with other players. In many countries a system of ranking and amateur competitions exists, out of which I would single out outstanding examples of creative and challenging systems in the USA and France.

The bigger your tennis knowledge and physical performance is, the more likely you will be able to have better and better partners.

In addition to tennis training I would recommend to the recreational players to engage with some additional training, which focuses on the physical preparation (cardio workout, gym, fitness etc.). One of my favorite options is Cardio Tennis (www.cardiotennis.com), which is increasingly gaining popularity and is extremely useful for all levels and ages.

Ideally, you will play tennis two to three times a week for 60 to 120 minutes, and twice a week have Cardio workout, gym or fitness training for 60 minutes, on days when not playing tennis. In this way, with monitoring by coaches, you will have the ongoing development of tennis and physical capabilities.

Also, as with younger populations, tennis clinics for adults are very useful and allow you to improve your game significantly in a short time period.

Tennis provides exceptional adults programs organized by specialized companies for this type of education such as Peter Burwash International (www.pbitennis.com), which operates at some of the most attractive locations around the world.

Tennis resorts are more and more attractive. Believe me that it was fantastic to spend an unforgettable vacation in beautiful tennis resorts such as Rancho Valencia (SantaFe, California, www.ranchovalencia.com), Fisher Island Club (Fisher Island, Miami, Florida, www.fisherislandclub.com), Palmetto Dunes (Hilton Head Island, South Carolina, www.palmettodunes.com), Sun Valley Idaho Resort (home of the annual Nike Tennis Camp for adults and children, www.sunvalley.com) and many others. In addition to improving your tennis skills with advanced high-quality coaches, you have available all the other numerous exclusive opportunities of the resort, which provide a variety of opportunities for every individual and the family as a whole.

Besides tennis advanced training and physical and fitness development, tennis provides a wide range of other possibilities to this group of players.

It is possible to practice tennis as long as your physical condition allows you to. I had the opportunity to meet passionate players who enjoyed the game even after 80 years of life. You can conclude from this that by playing tennis

regularly it is possible to make a significant difference between your chronological and the more important physiological age. In this regard, it is important to emphasize the sociological component that plays a special role in tennis.

Besides the sociological component, there is also a business component that is included in tennis.

The combination of sociological and business components can be best presented with the example of Corporate Cup competition:

CORPORATE TENNIS CUP

1. SPORTS EVENT OF BUSINESS PEOPLE
2. TENNIS COMPANY CUP, ORGANIZED UNDER ONE IDEA, NAME, LOGO AND ORGANIZATION
3. CORPORATE TENNIS CUP AS A FIVE WEEKS EVENT WITH THE FOLLOWING SCHEDULE:

A) GROUP STAGE

1st week =WHITE GROUP (4 TEAMS, THE WINNER WILL QUALIFY FOR THE FINAL STAGE)

2nd week = GREEN GROUP (4 TEAMS, THE WINNER WILL QUALIFY FOR THE FINAL STAGE)

3RD week = BLUE GROUP (4 TEAMS, THE WINNER WILL QUALIFY FOR THE FINAL STAGE)

4th week = RED GROUP (4 TEAMS, THE WINNER WILL QUALIFY FOR THE FINAL STAGE)

B) FINAL STAGE

5th week = THE WINNERS OF THE GROUPS (4 TEAMS)

–1st semi-final

–2nd semi-final

–FINAL AND A PARTY FOR ALL PARTICIPANTS,
SPONSORS AND MEDIA

4. ALL THE MATCHES DURING WEEKENDS

5. ALL THE TEAMS INFORMED ABOUT THE SCHEDULE
MINIMUM 7 DAYS IN ADVANCE

6. TEAM REPRESENTS MINIMUM TWO AND MAXIMUM
THREE PLAYERS (TWO SINGLES AND ONE DOUBLE)

7. COMPANY CAN PARTICIPATE WITH ONE OR MORE
TEAMS

As for the official competition organized by the National Veterans Association, the continental union and ITF (International Tennis Federation) it is possible to compete in singles and doubles, as well as in competition teams and national teams.

I would definitely recommend to the passionate players to compete in the official competitions of veterans, because a competitive component could be one of the primary motivations for the development of your tennis and physical abilities, regardless of your age.

Events of the ATP and WTA Legends increasingly attract more and more attention of the observers and media. In these competitions former top players, winners of the world's largest

professional tennis competitions compete. The image and reputation of these players allow top level events that strongly contribute to the popularization of veteran tennis competitions worldwide. I advise all those who have ambitious plans for the popularization of tennis and management of top events that the promotion of this kind of events is a great move, provided you have the appropriate budget for their successful implementation.

CHAPTER 5: PARENTS' GUIDE

Given that I have most of the Tennis Rainmaker Guide dedicated to the players and coaches, it is necessary to encircle the whole with those who are an integral part of the guide for players and coaches, the parents of the players.

I've always been for the option that parents should be involved in the training and competition process of the players, but to a controlled extent, which in practice proved to be the right solution. An excellent example is a new program called Tennis Whizz (www.tenniswhizz.com). Tennis Whizz gives parents the opportunity to play with their child and have FUN! It is a great way for busy families to spend quality time together. By playing with their kids, each child has their own individual coach, and by working with their parent, a child will stay in the program.

The Tennis Whizz approach will also provide for parents a better understanding about the capabilities of their child and ideas of things to practice at home. By working closely together, coaches and parents can also learn from each other, developing a more appropriate and deeper understanding of children at this young and exciting preschool age.

The Tennis Whizz provides the perfect start to get your child ready for 10 and under tennis. Developed by the team at Evolve 9 (www.evolve9.com) who have been extensively involved in helping to develop the Red, Orange, and Green system, that the ITF has adopted and now is used by every country in the world since January 2012.

Tennis is a unique sport in many regards. First of all, it is an individual sport in which the investment in tennis education, training, equipment and competition for the most part is focused on the parents. In this regard, it is completely normal that the one who puts his money and effort into the successful implementation of the plan is an active participant in the process.

On the other hand, as a parent, you need to have confidence in the professionals with whom you work, and you should solve any problem through communication.

Never be too ambitious. Only by giving your child the opportunity to engage in sports and tennis in the right way, have you done the right thing. Keep record of the progress of your child and motivate him, but without any pressure, especially related to the results of the competitions. The pressure always has a counter effect and affects badly the psychological structure of the child as well as the development in tennis.

Exceptional communication between you as a parent, a child as a player, and the professionals involved in the child's tennis development is crucial.

At the very beginning it is necessary that the child loves tennis and tennis training. The role of the parents is of special importance here, particularly in terms of motivation and the regular attendance of the training hours. This creates habits that open many possibilities in the future for your child.

Another key moment is when the child begins to compete in tournaments. The parents' role is to protect the child from the frustration of losing a match by motivating him to continue with tennis training and competition to an even greater extent, based on his new experiences in life and his tennis career, thanks to a lost game in the competition.

As for active participation in the training process, I suggest you leave that part for the experts, unless you alone are the tennis coach. Although I personally think that in this situation you should not be the only coach involved in the training process of your child.

You need to have complete trust in the professionals to whom you entrust your child's tennis development. Do not be an integral part of every training, because in this way you create a psychological barrier for a child who will not be able to play or compete without your presence. The occasional presence in training and competitions will motivate a child who will want to demonstrate to you their tennis improvement. Always praise him for the accomplishments, and play an active role in communicating with a child, especially in the part related to the behavior and approach to the training and match.

The appropriate balance between career and education of the player is one of the key roles of the parent. In situations where a successful junior player spends more and more time on training and competitions, the parent is the one who takes the role to balance the tennis career with an education. In this regard, there are outstanding options such as IMG Bolletieri Tennis Academy (Bradenton, Florida, USA, www.imgacademies.com), Bruguera Tennis Academy (Barcelona, Spain, www.brugueratennis.com) and Evert Tennis Academy (Boca Raton, Florida, USA, www.evertacademy.com , which provide the ultimate annual tennis program as well as an adequate school program. As I mentioned, my view is that until the professional tennis career, throughout the junior career, a player should follow the regular school program and general education program. As a parent, you are responsible to enable that, which will later have multiple benefits in your child's life.

Please feel free to give me your feedback on my email dejansimic2010@gmail.com, follow [@tennisproexpert](https://twitter.com/tennisproexpert) on Twitter, or visit www.middleeasttennis.com and www.tennisproexpert.com

Your ideas and suggestions are most welcome, and how I might improve subsequent editions.

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www.youtube.com

www.wtatennis.com

ABOUT THE AUTHOR

SPORTS EDUCATION

Graduated at University of Sport Management, BK University, Belgrade, Serbia

College of Coaching, Tennis Department, University of Sport, Novi Sad, Serbia

CERTIFICATION

Level I, International Tennis Federation, Herceg Novi, Montenegro, 1999.

Level II, International Tennis Federation, Nicosia, Cyprus, 2000.

PTR Professional, since 2004, Hilton Head Island, USA

Leadership and Administration in Tennis, Copenhagen, Denmark, 1999.

Attended many coaching and leadership workshops and meetings around the world, including:

ETA Coaches Symposium 2000, Otocec, Slovenia

Richard Schonborn Workshops, Belgrade 1997, Skopje 2000

ETA AGM: Helsinki 1999, Barcelona 2000

ETA Team Championship Committee meetings: Zurich 2000, 2001; Wimbledon 1999, 2000; Roland Garros 2001

PTR Asia Coaches Conference 2007, Shanghai, China

RESULTS

As a player: participant of over 200 national and international junior and professional championships and won 17 titles.

As a coach: coached the Yugoslav national team three times in the final rounds of the European Team Championships, defeated the national teams of Great Britain, Italy, Germany and Spain.

For many years a National Team junior coach of top level professional tennis players such as: Ana Ivanovic (WTA No.1), Jelena Jankovic (WTA No.1), Novak Djokovic (ATP No.1), Janko Tipsarevic (ATP No.8), Viktor Troicki (ATP No.12) etc.

EMPLOYMENT

1990 - 1996: National Team Coach, Yugoslav Tennis Federation

1997 - 2000: National Team Captain, Jr. Dept., Yugoslav Tennis Federation

1998 - 2000: General Secretary, Yugoslav Tennis Federation

1995 - 1999 Lecturer, Advanced School for Sport Coaches, Belgrade

2000 - present: Professor at call, Advanced School for Sport Coaches - Tennis Dept., Belgrade

2001 - present: President of The Association of Yugoslav Tennis Professionals

2006-2009: Development Director, Middle East Sports Management

2010 – present: Founder of Middle East Tennis

2011 – present: Gung Ho Tennis, Country Representative

OTHER INTERESTS

Authored student and reference books about tennis, such as:

Teniska Prizma, Gea, Belgrade, 2000

From Tennis School to Top Tennis Players, JSD Partizan, Belgrade, 1995

Management in Tennis, BK, Belgrade, 2005

Author of the TV show Teniska Prizma which ran for 20 weeks on the National TV station YU Info, 2001.

PERSONAL

Born: July 25th, 1965

Nationality: Serbian