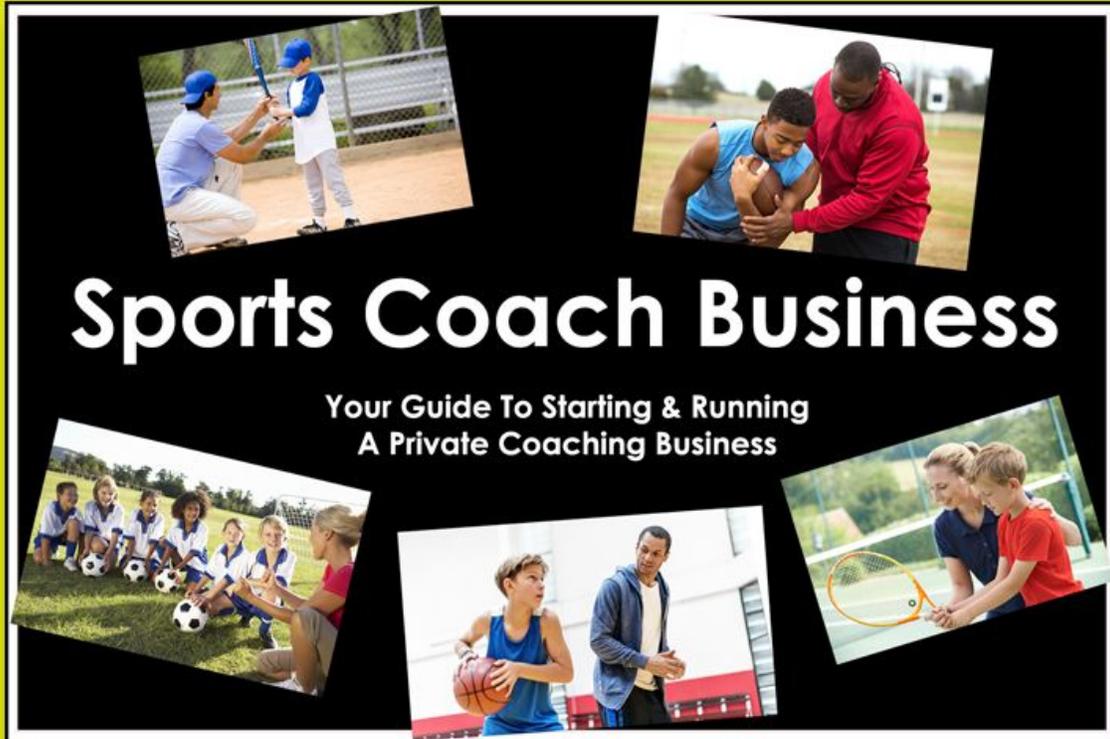


**SportsCoachBusiness.com**



# **Sports Coach Business**

**Your Guide To Starting & Running  
A Private Coaching Business**

## **4-page Starter Guide**

**1: Where to do training**

**2: What to teach**

**3: How much to charge**

**by Bill Dale**

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# Starter Guide to your sports training business

First, I want to say...Thanks for requesting information about starting your own sports training business.

If you truly love to teach sports, this will be a great way to help kids better their skills as well as making a little extra money.

In my full Guide (available at [SportsCoachBusiness.com](http://SportsCoachBusiness.com)), I go over everything you need to know. Here I'll talk about three things I get asked the most...

1. **“Where do I do the training?”**
2. **“What do I teach?”**
3. **“How much can I charge for lessons?”**

The first question is the most important.

## 1. Finding A Place For Your Lessons...

The only real snag I came across when I started was where to do the lessons. And this will probably be the hardest part about getting started for you. After that, everything else is easier.

For my basketball lessons, I had problems finding a school that would let me use a gym. All the public schools were dead ends. I don't know about your area, but in mine, I think they are kind of “backward” in their thinking. I won't go into detail here, but they wouldn't even give me a chance.

It took me over 3 months to find a gym. So let me give you advice based on my experience: try to find a private school who will rent you the gym or let you use space (a field if you are doing outside sports) on their property.

Find out what it costs to rent the gym or use their facility. Then try to make a deal with the head of the school or athletic director where you'll give discounts to the players at their school if you can use the gym or field for discounted rental fees. You'll have to decide what you can pay and what you can charge for your services in your area, so make sure the numbers work out for you.

I've never had to do this, but if forced to, I would have used an outdoor court for my basketball training. It's nice to have an indoor court because then you don't have to worry about canceling lessons

if there is bad weather. But if forced to, I would have used an outdoor court. I know several coaches who do that for their lessons.

If you coach a sport that you don't need a gym for, that's even better. You can usually use a school's field (if their team isn't using it - just get permission or ask if you can rent time) or find a public park area with some space. For example, if you teach baseball pitching, you can get a pitching mound rubber, a home plate, and a backstop net and go to a park with open space.

Another option is to find a local YMCA or athletic club that has space and time slots for you to rent. If you have to go this route, then approach the facility manager about setting up skills clinics for players. You'll be more likely to get to rent the facilities if you explain how it will benefit their members or explain to them that you'll be bringing money in for them.

## **2. Teach the Skills that you know**

For whichever sport you teach, you'll have specific things you can do.

You really don't want to do too many things anyway. Once you and your players get going, you'll see what each kid needs and you can spend however long you need on certain skills.

Each player will be different, so you'll have to adapt to each one. But when you start out, you can have a general set of drills that you can use for everyone. Then you can pinpoint what each player needs and move on accordingly. A lot of times, they already know what they need work on, so they'll be looking for someone who can help them improve that skill.

There are a lot of great DVD's and books with lots of drills for each sport on Amazon. There are also a lot of different Facebook Groups of coaches who share drills and training info. Just search for them the next time you are on Facebook.

In my full guide, I have a few links to websites that sell specialized sports training equipment. But you don't need to start out with everything - just the basics to get going.

Like I said before, you can do general all-around skill development, or focus on a couple aspects of your sport, like I did with basketball shooting and ball handling. It's up to you - it's *your* business. But realize that the parents and athletes are paying you, so you need to know your skills!

I like to work with one player at a time so I can focus on the needs of that player. Sometimes I will work with 2 or 3 players (but no more than that), and I just adapt my individual drills for those 2-or-3-player groups.

Also keep in mind, if you coach a sport that needs a gym, and you can only find one that charges a lot for you to use the court, you might have to do small groups (3 to 5 players, or more if you have somebody helping you) so you can make enough money to pay the rent and to keep some for yourself.

### **3. Setting Fees...**

Let me say again that parents and players want this service. Parents know that you are giving them a valuable service of individualized instruction for their kid(s), and the players know that they can't get this kind of attention from just any coach.

So, the only convincing that you'll have to do about your fees is convincing yourself to set your fees as high as possible. Charge as much as you can for your area. I've heard of other training coaches who charge upwards of \$75 – \$125 per hour. But it can be anywhere from \$25 on up.

With that said, a lot of your decision about fees will have to do with where you do your lessons. If you find a small gym that charges you a lot of money to use the facilities, then you will have to charge your students a high enough fee so you can make money.

If you coach a sport that doesn't need a gym, you can find an open area to do the lessons and just about all of your fee will be profit.

One thing to consider...If you have a hard time finding a gym or place to do your lessons, you can approach a school (a private school) to make a deal. You can let them know you'll charge less for their students. It's a win-win for both you and the school. You get to use the facilities and they (their students) get discounted rates. Just do what works for you.

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So those are the basic things of how this business works.

Again, the hardest part is probably going to be finding a stable place you'll be able to do your training sessions.

Once you find a place and do it for awhile it gets easier to organize. And like I said earlier, it's fun to be able to help kids get better at something they want to be good at.

**Thank You and Good Luck**

If you want more information about starting and running your own sports training business, I put together a 37 page guide that goes over...

- How to find a place for your lessons
- What kind of training to offer
- What to say to parents
- How to get customers
- Getting insurance for your training business (Do you even need it?)
- Where to get special equipment if you need it
- How to use video in your lessons to help your players
- How to set up a training session (sample lesson plan)

Just go to [SportsCoachBusiness.com](http://SportsCoachBusiness.com) to get it.

This is a great business to be in and it's fun to be able to get a little money to help players become better.

One-on-one and small group sports training just keeps growing in popularity for players who are looking to get better at their sport. Players who love to play are looking for help to learn the fundamentals or to get an extra "edge" over other players. And parents are eager to pay someone for this kind of service for their children.

That someone is You.

If you have any questions for me, just let me know.

Thanks again,

Bill

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