

Intro and Contents

Welcome, eSoft Planner Client!

First of all, **THANKS** for purchasing the Throwing Velocity Camp package.

You made a good choice! Camps like this one are the most profitable of any sports facility service, which makes them your business' lifeblood. And when our eSoft Planner clients thrive, we thrive too ... which is why we're happy to offer you discounted access.

We particularly like this program because it's simple, and it requires minimum overhead, it **serves a real need in the baseball community**. This year, DNA Sports Center's Throwing Velocity Camp's first session sold out a week before its start date, had four players on the waitlist, and generated \$2,040 in revenue.

However, this package can't do ALL the work for you. For your program to be successful, your staff still needs to spend time on the phone explaining the real benefits of this training, and you'll need to use all of the marketing tactics we've included in this package. We've laid them out for you to execute as easily as possible, but it's up to you to make sure it gets done.

Throwing Velocity Camp Package Contents

Planning Tools

- (PDF) Intro, Contents and Instructions (*That's this document!*)
- (Spreadsheet) Expense and revenue calculations

Camp Tools

- (Word Doc) How to Run This Program
- (Spreadsheet) The Workout (Rep Sheets)
- (Spreadsheet) Session List / Camp Timeline
- (Word Doc) Individual Athlete Results Sheet (*to print for parents*)
- (Spreadsheet) Results Tracking Sheet (*for internal marketing use*)

Marketing Tools

- (Word Doc) Marketing Calendar
- (Word Doc) Marketing Messages (for social media, software, email and more)
- (Word Doc) Web Page
- (Word Doc) Full Page Print Flier
- (Word Doc) Email Marketing (intro, follow up, and last chance emails)
- (Word Doc) Sales Email Template and Sales Phone Call Script

Here's a reminder of the staff and materials you'll need to properly run this camp:

- A NSCA certified trainer with a baseball knowledge (or one certified strength trainer and one baseball instructor, which is what we did at DNA)

- A standard weight room with weights, including dumbbells, kettle bells or free weights
- At least three Therabands or tubes for mobility work
- A chin-up bar
- Medicine balls
- Stack of tires or a substitute for jumping
- Turf area for sprints and general fitness work

Here's what it would be **nice to have**:

- A database of at least 200 leads interested in baseball, preferably with their active email addresses. (If you don't have those contacts, you can still use this package, but you'll have to work harder to form some relationships.)
- Comfort with email marketing and social media

We'd love to hear your success stories with this package. Please email them, along with any other feedback, to contact@esoftplanner.com.

Now, let's get started! Start with the next page: the **Instructions**.

INSTRUCTIONS

There's a reason we put the title of this page in all caps: It's important to follow these steps, in this order. They're essential to running a successful camp.

1. **Research the competition.** You already know your competitors, so check their web sites and ask around to see if they're offering anything similar to this program. (Just don't call and give them any great ideas!) If they are, that doesn't mean you can't offer it, too. You just need to know what you're up against.
2. **Choose dates and times.** This program runs for 8 weeks, 3x a week for a total of 24 sessions. Mondays, Wednesdays and Fridays worked well for us. You'll need to understand your target clients' schedules as you choose your dates. Any athlete will get the best value if they finish the camp right as their season starts. For us, high school baseball players can start as early as September, so they might want to train in the late summer so they come out of the camp ready to show coaches their fastest throw. Junior High players typically start in November or December, so fall would be great timing for that age group. We've also had success outside these timelines, and you likely will, too.
3. **Select your staff and review the program materials.** Make sure your ideal staff members are available on the dates and times you've chosen. Your strength coach and baseball coaches will be in charge of different sessions in the camp. Show your coaches the full materials for the camp. Make sure they understand everything and feel comfortable with it.
4. **Finalize the camp name.** "Baseball Throwing Strength & Velocity" worked for us, but we suggest shortening it to "Throwing Velocity." If you want to vary the name, this is the time to do it, because you should refer to the camp consistently throughout all your marketing.
5. **Fill out the expense and revenue calculations spreadsheet.** These numbers are essential as you plan your marketing approach.
6. **Study and copy the marketing calendar.** Move the dates and tasks to your own personal calendar system, whether it's on your phone, Google Calendar, or even in the leads tracking calendar in eSoft Planner. The calendar is your guide on when and how to use the rest of the materials in the marketing section.
7. **After the camp, fill out the Results Tracking Sheet and use it for future marketing.** We were able to market our camp by telling our prospects the best and average improvements in throw speed from our previous sessions.