



International ITN On Court Assessment Tennis Database



Case Study – ITN On Court Assessment & coaching.

Peter Owen has built up a very successful coaching business in Melbourne Australia. Peter’s TopTenn Tennis Academy has continually lead the way in tennis coaching initiatives in Melbourne, being the first to introduce programs such as Mr Pee Wee and Head Start modified programs for kids.



Peter Owen

After attending a presentation of the ITN On Court Assessment, Peter immediately saw the benefits the ITN provides for both players and their parents.

He also recognised the benefits the ITN would bring to his coaching business. He made the decision to implement the ITN On Court Assessment into his coaching business by providing an ITN On Court Assessment to every student. Peter then purchased an Official ITN On Court Assessment Kit through the website at www.uncourtassessment.com

“The ITN is a globally recognised ITF initiative that has proved a real boost to our whole coaching profile. All players now feel like they are part of the ITF’s global ratings project. It’s also helped to motivate players to practice more as they all want to improve their ITN scores the next time they do an ITN On Court Assessment.”

How to implement the ITN in your coaching business

Step 1

Peter created a covering letter that he sent out to all his students informing them that every player was to participate in an Official ITN On Court Assessment at least once every term. He also enclosed the ITN promotional brochure that can be downloaded from <http://www.uncourtassessment.com/Brochure.pdf> which describes the ITN On Court Assessment and all the benefits the website has to offer. The letter also recommended that students and parents go to www.uncourtassessment.com so they could read up on the ITN.

“We believe the ITN On Court Assessments will generate many extra lessons from players that are keen to improve their ITN rating. The ITN On Court Assessment is a win win. Players and parents love doing the ITN On Court Assessment and we are providing an additional service to all our students.”

DYNAMIC FULL COLOUR CHARTS OF YOUR RESULTS AGAINST OTHER PLAYERS YOU CHOOSE!!

ITN ON COURT ASSESSMENT TRACK, CHART AND COMPARE YOUR RESULTS TO PLAYERS ON A LOCAL, NATIONAL AND INTERNATIONAL BASIS AT www.uncourtassessment.com

ANALYZE YOUR LAST ASSESSMENT RESULTS AND SEE HOW MUCH YOUR WAGES INCREASE JUST BY ELIMINATING YOUR ERRORS!!

www.uncourtassessment.com

Step 2

Peter purchased a large fence banner that is on display all day everyday promoting the fact that the club is an Official ITN On Court Assessment venue. The banner has generated additional interest from other club members and visitors who are all interested to know more about the ITN.



Registered ITN On Court Assessors can purchase this Official Banner from the website for a specially reduced price of only \$130 USD (That's a saving of around \$80 off the usual price) The banner has been designed so that the Assessor can simply add their own telephone number after the PH:

Step 3

Peter enters all the scores on the oncourtassessment website and the students Log in to view their results, chart their progress and compare their scores to other players that they choose. They can also see how they rate in relation to other players in their age category on a local, national and international basis.

“We see the website as a critical component that helps us justify the fee that we charge to our students. 99% of players believe that they can get a higher score after they do their first ITN On Court Assessment. We tell the players that they should practice more if they would like to improve their scores. The website is also a fantastic way to encourage the parents to become more involved in the progress of their child.”

“From a financial point of view, we have increased our revenue by a significant margin as every player is charged an additional fee to have an ITN On Court Assessment.

Overall we are very pleased with the entire ITN On Court Assessment system and would highly recommend that all coaches follow our lead.”

You can use information in the Player Frequently Asked Questions at <http://www.oncourtassessment.com/faq-player.php> and also from the promotional brochures that you can download from <http://www.oncourtassessment.com/resources.php> to create your promotional flyer that we recommend you send to all your students.

For more information please email us at info@oncourtassessment.com

ITN On Court Assessment Continuous Cycle

