

# Why Spec Tennis Is The Secret to Growing Tennis

Did you know that tennis has shown **flat growth** the past 5 years, averaging just a 0.4% increase participation?

Over 16 million consumers have expressed interest in playing tennis. That's great news right? Not if we don't act.

They aren't just going to start playing tennis, they need to be shown a pathway with light at the end of the tunnel.

## Here's why:

In a time when there are so many *distractions*, people have *short attention spans*, and there are so many *other activities* they could be doing, many are turned off by the barriers of entry to tennis.

Thoughts that go through their mind might be:

"I'm going to have to spend 1000s of dollars on lessons to get to a respectable level where I can enjoy going out & playing with my friends"

Or

"My family isn't going to be cool with me spending countless hours away from them, in order to practice my game."

Reasons like this are why pickleball has become so popular.

Without taking lessons, you can probably figure out how to rally the ball back and forth on Day 1.

Pickleball grows the Racquet Sports Industry, but not **Tennis Itself**.

You'll rarely see a player switch from pickleball to tennis, but tennis players go to pickleball all the time.

Luckily there's still hope for tennis to grow again if we take action.

What if I told you there's a **solution**?

One that breaks down the barriers of entry to tennis.

And even better, it allows people to become a higher level player long term.

If you look at anything in life, it's important to have some success or else a person will likely quit & try something different.

Failing can be important, we can reflect on it, but failing too often is a turn-off.

This is what many players go through with tennis. There are players who have been playing for 2 years and they can't even rally 10 times with a partner. Let's not sugarcoat it, this is not good!

With kids, we are faced with an even bigger challenge. There are more sports options for them to choose from, where success comes a lot easier than tennis.

Which means that if we don't get them to love tennis fairly quickly, they leave.

Take basketball or soccer as an example where success is easily measured.

"I shot the ball in the hoop or scored a goal and that feels good"

Or

"My team won the game and even though I didn't score I contributed to the success."

Tennis is already at a disadvantage because we don't have this. Sure, there's Junior Team tennis but it's not usually the same feeling as being on a soccer or basketball team. Players finish a match and often leave the facility before the rest of the players on the team finish their matches.

And yes, tennis has a system for measuring success, it's called winning a point. But what if the player isn't even able to play a point because they can't rally?

Do they have a good feeling of success when a coach feeds them a ball & they hit it over the net?

Maybe initially but that gets old really fast.

Being able to rally is **super important.**  
Without that ability **you aren't playing tennis.**

It's like buying a bicycle kit, and putting the whole thing together but then never once getting to ride the bicycle.

We assemble all the parts--the forehand, the backhand, the serve and so on, but then never get to use the finished product.

This can be the case for a lot of tennis players.

The solution I'm going to share with you creates the fastest path to rallying & gets players that "Riding the Bicycle" experience very early on.

This leads to *higher engagement*, a lower *drop-out rate* and makes tennis a *more attractive option* when deciding between sports.

That “Ride the Bicycle” experience can come on your own before you even take a private lesson.

There have been efforts to make tennis easier by pairing kids with equipment more appropriate for their age, height and skill level but has that had a significant impact on the growth rate of tennis?

With the **solution** I’m about to share:

- Adults will have just as much fun as the kids.
- Parents will no longer measure their child’s success based on what size court & ball they are playing with.
- There won’t be constant pressure on coaches to “graduate” a kid to the next ball.
- Parents will actually enjoy practicing with their kids because rallies will be longer and they won’t feel like they have to ‘baby’ the ball.
- More total balls will be hit in an hour and the case can be mad for getting an even better workout than tennis, if desired.
- Current players will have a much easier time recruiting their friends to play because the common objections that go along with tennis are removed.
- Players will naturally develop better technique and the day when they decide to give tennis a try, they will be more prepared for success.
- The U.S. will unlock untapped player potential and start producing more top players to catch up to the rest of the world.
- Players will actually complete the homework assignments that coaches give them.
- Development of an all-court game will be more common, with less fear of coming to the net.

Will we have to completely abandon the current framework for player development?

No, we will simply incorporate the solution.

Will we have to re-train all of our tennis coaches?

No, they already possess the skillset needed to administer the solution.

Will we have to modify our facilities?

No, the solution can be easily implemented everywhere.

Will we see a higher percentage of club members getting on the court?

Yes.

Will we see greater participation in high school tennis, junior team tennis, summer programs, junior tournaments, adult leagues, & club events?

You Bet!

Will we see better behavior on the court because players actually WANT to be there as opposed to being forced by their parent to be there?

I think so.

Will we see more American players take roster spots on Division 1 College Teams?

You already know what I'm going to say.

Are you ready for the solution? The secret to grow tennis?

**The Secret to Growing Tennis Again is called Spec Tennis.**

We brought the sweet spot of the racquet closer to the hand, reduced the court size and slowed down the ball.

This creates the success that is needed to get players hooked from early on. If you remember the bicycle analogy from earlier, Instead of just putting together the bicycle, they are able to actually ride the bicycle.

- Players can execute the proper techniques more easily and then directly translate them to tennis , due to more compact swings, less powerful equipment, and more ability to cover the court efficiently.
- Full swings can be taken and still maintain control.
- **Spec Tennis** uses an 18 inch perforated paddle, an orange dot low compression tennis ball and is formally played on a pickleball court but can be played in the service boxes on a tennis court, in a driveway or street, on a gym floor, and on clay courts.
- Every level of player can find benefits in playing it whether they are a complete beginner or a 5.5 level.
- The negative stigma attached to the modified formats of junior tennis are removed, because both adults and kids play on the same court using the same equipment.

If you're trying to:

- Learn a new shot, develop footwork patterns like the pros, or take the ball on the rise, **Spec is the answer.**

If you're wanting to:

- Develop a net game, improve your fitness, learn to construct a point, improve your reaction time, learn to poach properly, or be comfortable with grip changes, **Spec is the answer.**

If you'd like to:

- Learn to serve & volley, develop control, build the confidence to play more singles, play with your family, or mix different level players together successfully, **Spec is the answer.**

If you'd like to:

- Attract new players to your courts, fit 4 times more players on 1 tennis court, run killer club events, stand out from other clubs and pros in your area, or generate more revenue, **Spec is the answer.**

If you want to:

- See more players smiling, juniors bugging their parents to take them to the practice court, and more players fall in love with tennis, **Spec is the answer.**

The time is right now.

Are you ready to join this movement?

**[If you're serious about growing tennis, shoot me an email:](#)**

**[SpecTennis@yahoo.com](mailto:SpecTennis@yahoo.com)**

& Check out the resources on **[SpecTennis.com](http://SpecTennis.com)**

**Let's actually *ride* the bicycle, not just *assemble* it.**