

Sports Camp Empire

Athletes Acceleration
And
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Do What You Love, So You Can Love What You Do!

The Sports Camp Empire is a blueprint showing you how you can take your love of sports and turn it into a business that provides you financial opportunities to do the things you want in life.



You Must Have Passion!



Creating Your Sports Camp Empire

Personal questions you must answer before beginning your Sports Camp Business:

Why do I want to create a sport camp?

What is my “Why”?



Do You Really Want to Own it?



Important Business Questions to Ask

Can I, or do I want to, make my sports camp a summer business or a year round business?

- How will I create enough business if I go year round?
 - Go after pre-season skills development.
 - Establish an evaluation and skills camp pre-season.
 - Off-season skills training camp.
 - Am I able to keep my regular job and still run year round?



Sports Camp Empire- Action Step

Before you go any further you need to decide if you want to establish a summer part time business or if you want to attack the summer or year round.

1. Are you more interested in running a one week sport camp for your athletes to raise money for your high school program?
2. Do you have the desire to run 4-6 weeks of summer camp and make enough extra money to subsidize your income?
3. Or, are you serious about creating a yearly (9 month) camp that not only gives you an increase in income but also can support a staff?



***USE THE DOCUMENT CREATED FOR YOU TITLED "WHY". THIS WILL ALLOW YOU TO FIGURE OUT WHY AND WHAT YOU REALLY WANT.**

Pick a Niche and Grow Rich!

Do you want to Niche your sports camp?

- Specific sport
- Specific position
- Specific gender
- Specific age
- Specific ability level
(youth, HS, college, Pro)



What Kind(s) Of Sports Camp Do You Want To Niche?

There are 4 primary options to deciding your camp structure for athletes:

1. Evaluation Based Camps
2. Skills Based Camps
3. Competition Based Camps
4. Skills and Competition Based Camps



Evaluation Based Camp

Your goal with an evaluation based camp is to bring athletes in to test and evaluate their current skill set and ability.

1. NFL/NBA/MLB Combines...
2. High School Combines
3. Skills Testing (example; softball hitting evaluation...)
4. Sport Specific Athletic Evaluation (Volleyball Jumping)

To increase your financial gain you can offer/include the following:



1. video analysis
2. Pre and post testing and evaluation
3. 6-8 week written program
4. Home study course to follow to improve testing results

Test Your Athletes!



Skills Based Evaluation Camp

A sport specific skills camp is a great niche. It forces those who are eager to improve specific skills in their sports to “raise their hand”.

1. Make it a general skills camp for your sport (tennis skills).
2. Or a specific skills camp (serve and volley skills).

The smartest progression to build your repeat customers is to have a general sport skills camp and as the “graduate” you offer the specific skills camps each year.



Don't Just Do Drills- TEACH SKILLS!



Skills Based Camp

Smart minded sports camp owners will have a
system to build off...



Skill Based Camp System

Level #1- Entry level skills camp

- Basic skill development of the sport

Level #2- More advanced skills camp

- Higher level skills and more game situations

Level #3- Position specific skills camp

- Develop a player's ability to use specific skills of a position



Skill Based Camp System

Level #4- Invite only skills camp

- Personally select and invite the top players to attend a high level camp where you bring in high level coaches and so on...

Level #5- Elite recruiting skills camp

- Bring in players to evaluate, teach skills, and have them compete.



Basketball Skill Camp



Competition Based Camp

A Competition Camp can be done one of two ways:

1. You bring in teams to compete against one another.
2. Individuals get place on teams or competitive situations.

Examples of Competition Camps:

1. FB 7on7
2. 5 star basketball camps



The basis of a competition camp is to evaluate an athlete's playing ability. This could be from a recruiting standpoint or an evaluation.

Teach Players how to Compete



Skills and Competition Camp

An effective sport camp, that will attract many athlete/teams, is to combine skills training with competition.

Here are a few strategies to structure this combination of skills and competition camp:

1. Morning is for skill and afternoon for competition.
2. First few days of camp are skills and last few are competition.
3. Alternate days of skills with opposite days of competition.



Pick a Niche- Action Steps

Based on the type of camp you think you would like to do, create an outline of how your camp would look from start to finish and day to day.

- Outline the framework of what your day to day would look like.
- Create the ideal athlete you are marketing to- Elite, beginner...
- What skills will be appropriate for the level of camp?
- If competition based, will you play small sided or full games.



How to Hire Staff/Help

Best help/Hires you can get is through:

1. Internships- free help and you get to train future employee
2. Former Athletes of yours- know what to expect/train easy
3. Retired coaches looking to stay in coaching
4. Former/current college athletes
5. Current young graduate assistants (check NCAA/NAIA rules)
6. Recommendations from highly respected coaches



Former, Current Coaches, and College Players as Camp Coaches



How Can I Increase The Benefits of Attending

1. Bring in professional speakers/guest speakers
2. Bring in celebrity athletes (even if it is for a quick photo shoot)
3. Give each athlete a workout to take home
4. Give them printouts of their evaluation/test scores
5. A percentage off the next camp they attend



How Can I Use Upsells to Increase Income

1. Attendees can purchase a video of the entire camp and the skills that were taught.
2. Have massage therapy services available, especially for week long camps
3. Offer nutritionist consultations
4. Offer private or small group private instruction after hours
5. Clothing sales
6. Offer recruiting services
7. Offer an extra day for a fee to learn strength and conditioning



Give a Sports Camp a Bonus of Proper Warm Up and Speed Training- Upgrade the Experience!



Questions About Facility

1. Can I use my school's facilities if I am a coach at that school?
2. Do I have to rent facilities (bball courts, tennis courts, soccer field)?
3. Do I need to have my own equipment (balls, bats, etc.) or does the school or facility provide?
4. Do I have access to all the storage and locked gates I would need access to?
5. What is my cost going to be to rent the facility?



- a. Do I want to pay rent
- b. Give a percentage of profit
- c. Do an exchange for allowing me to use facility (run a special camp for them)

Equipment Questions

1. How much do I need to purchase, if I don't have equipment?
2. What is the best equipment to use for a camp with large numbers of athletes?
3. Can I easily transport and retrieve my equipment?
4. Do I have storage units to store equipment?
5. Is my equipment easy to set up each day or is it time consuming?



Equipment Questions

Something To Think About:

*If you are doing a short 3-4 day camp it should be more about pure skills. No need for lots of extra equipment to train with. If the camp is multiple weeks then the use of training equipment might be useful.



Important Side Note About Equipment

Equipment must be promoted as a FEATURE of your camp.

It is NOT a BENEFIT to your campers.

In other words don't think campers will come just because you have a new pitching machine or a new tennis ball machine.

***You have to sell them on how they will walk away from the camp as new and improved athletes.**



Time Management and Equipment

1. How quickly can equipment be set up and taken down?
2. Do I have a system that me and my staff can efficiently manage equipment?
3. Does my equipment pattern allow for easy traffic flow for athletes. Does it take my athletes a long time to set up equipment (example; basketball shooting GUN, a tennis ball machine, a baseball pitching machine)?
4. Can I get my athletes to meet in a central location quickly if needed? Do we need transportation to get athletes to different areas of the camp site?



Equipment- Action Steps

So many aspects of your camp will be based around equipment needs.

1. Make sure you create the list of skills first, followed by drills.
2. If the skills and drills require equipment make sure necessary equipment is available.
3. If you feel certain pieces of equipment will not be available then adjust skills and drills accordingly.

****Always have a plan B.**



Additional Questions and Expanding on Some Key Questions Already Asked

Do I want to stay local, go regional, or national?

1. Staying local eliminates many of the logistics of travel and marketing.
 - Staying local creates a following but at the same time can create a saturation issue. At some point you need new clients to attract.
2. It also limits potential earnings.
 - If you stay local you know your clientele will be from a certain driving radius. This limits your financial gain on a larger scale.



3. If you decide to travel regionally or nationally you now have limitless earning potential... you just have to deal with logistics of travel as well as have the staff to cover bookings.

Formatting a Multiple Week Camp

How many hours per day?

1. If the camp is a multiple week camp your hours per day will be roughly 1-3 hours.
2. If your camp is only one day per week it will be closer to 3 hours. If it is 2-3 days per week each day will last 1-2 hours.



Formatting a One Week Camp

If your camp is a typical one week summer camp your hours can be as follows:

1. If a straight active skills camp- 5-6 hours
 - 2 ½ hours in morning, 1 hour lunch, 2 ½ hour afternoon
2. If combination of classroom or film with active skill- 6-8 hours
 - 3- 3 ½ in morning, 1 hour lunch, 3-3 ½ hour afternoon
3. If overnight camp- roughly 10-12 hours of planned time:
 - Include 3 modules, 3 meals, and 90 minute down time.
 - Modules can include film/lecture/skill work



Skill and Drill Selection

-Considerations:

- Age and ability level
- Purpose of camp (position specific, general...)
- Space availability
- Number of campers
- Equipment available (soccer goal, batting cage, # of bball hoops)



Skill and Drill Selection

Always think:

1. Safety first. Make sure campers are out of harms way.
2. Minimize standing and waiting time.
3. Allow for easy traffic flow in and out of drills
4. Easy entry into drills- very little set up or demonstrations



Breakdown Skills W/ Demonstrations.



Drills must be organized so optimal coaching takes place. Only a few athletes at a time.



Drill Organization- Action Step

Before designing your drills for each skill and at each station:

1. Only have a few athletes move at a time so you can teach each
2. Make sure the important aspects of the skill can be addressed by you to help the athletes learn
 - a. Use short simple cues
 - b. Try to talk individually to the athlete you are correcting so the group doesn't get confused.



Organization of Camp/Format

Teaching Style:

1. Independent Stations- Each is a different skill
2. Director Lead- Everyone works on same skill but at own station
 - Director leads everyone together then sends them off



Daily Theme of Camp

Regardless of how long the camp is (one week or multiple weeks) create a theme or focus for each day.

1. Offensive skills
2. Defensive skills
3. Special situations



Camp Day to Day Format- Action Steps

1. It will be important to be clear as to how you want to run your day to day camp with regards to format.
 1. Do you want to use stations where each coach has its own set of skills to teach? Or
 2. Use a station format but all coaches are teaching the same skill at the same time.
 - a. You begin with all athletes and coaches together and teach/demonstrate a skill and how you want it drilled. All will break out to their station and teach it.
 - b. This pattern is repeated...



Marketing to Athletes to Promote Camp

1. Marketing Clinic- Go to middle and high schools for a FREE one hour clinic to all athletes. Share with them what the camp will be about
2. About 8-12 weeks out start promoting the camp by offering FREE and/or discounted admission contests- Examples;
 - Best T-shirt design
 - Best highlight video of season
3. Be a guest speaker at AAU and Travel Team practices
4. Set up a booth at an AAU event and do give-aways



Show Enthusiasm and Energy In Marketing! It Must Be Real!



Create a Website

1. Have a student create a fun and effective website that share important details on how to register
2. Have a picture page where you share tons of fun pictures showing the campers working hard and have fun moments.
3. Have an opening video of you inviting campers and educating parents and coaches.
4. Have easy to download paperwork like:



- a. Registration and waivers
- b. Camp Brochure
- c. Directions and agenda
- d. Expectations and what to bring

Design an Impactful Brochure

1. Have all the important contact information, dates, locations, and steps to register on brochure.
2. Have some great camper, parent, and coach testimonials.
3. Have a rough agenda of what a typical day will look like.
4. Lots of benefits (what will the campers learn and improve on?)
5. Use a feature of two as a bonus (get a t-shirt, workout, or use our newest equipment...)



Using Social Media

Keep connected with parents and coaches:

1. Live streaming of certain parts of camp
2. Constant twitter updates
3. Group Selfies throughout camp
4. Quick video from campers about their favorite part of the day
5. Coaches corner private facebook- teach through facebook



Marketing- Action Steps

1. Take my advice! Don't try to reinvent the wheel. You are not a professional marketer and there are great marketers out there.
2. You simply have to have someone help design a clean simple website, a brochure that gives the information you need people to know.
3. Learn how to use social media in your favor to promote your camp
4. Get in front of athletes and coaches as much as possible. Go to their schools and AAU practices and show them how you can help them.



Contacting Coaches and AD's

Realize they are very busy:

- Coaches and AD's are like everyone else. They don't like to be cornered into making a decision on the spot. More often the decision will be "NO THANKS" if you do corner them.



Contacting Coaches and AD's

- Introduce yourself and program by allowing them to hear from you or read about you on their own time.
 - Send them a quick short email, voicemail, or letter with brochure
- Let them know via email, letter, or voicemail that you will follow up with them.
 - Also mention that if they are very interested and want to learn more immediately they can contact you through cell or email right away.



Contacting Coaches and AD's

Do not come across as a “know it all” and your camp is the only camp worth attending for their athletes.

Be straight forward about who you are, what your camp is about, and how it will benefit the athletes as well as the coaches.

-Use phrases like; I know your athletes have many great camp options and we would be honored to have them attend ours.



Offer Coaches and AD's Benefits

If you want to have coaches and AD's support your camps:

1. Involve the coaches in someway. Have them teach at your camp.
2. Offer a FREE clinic for all coaches who have athletes attending camp.
3. Give coaches a FREE copy of the video of the camp and a written workout of the skills and drills.



Contacting Coaches/AD's- Action Steps

1. Make a list of all the coaches in your area to start with. If you are going regional or national you may have to purchase mailing lists or get on national sport forums to get your information to the masses.
2. Make several drafts of a letter that is compelling, informative, and benefit driven. Give it to coaches or AD's you do know and have them give you feedback. Re-do it until it is good.
3. Send this letter in an email to save you lots of money- but you can mail it direct to those who y can't get email contact for.
4. When ready- send it and follow up at least 2-3 additional times via email.



Be Proactive!

If you are having a difficult time contacting coaches and AD's and getting any kind of positive response:

1. Invite them to attend a FREE clinic on what your camp will cover. Don't give too much information but enough to get their approval.
2. Make a simple Video of the skills, philosophy, and drills you will teach at the camp. This is an overview of what their athletes will learn if they attend. Keep it simple and short!



Additional Important Business Questions

How do I want to form my business:

1. LLC
2. S-Corp

*In either case you must get the risk off your personal name and on to a business.



Important Insurances to Have

1. Personal liability- get through most certifications
2. Staff liability- It would be good if ea had their own liability ins.
3. Equipment insurance
4. Facility insurance- if you have a facility or rent space
5. Secondary coverage when partnering with schools, colleges,



Final Notes

- Running a Sports Camp can be extremely rewarding.
- You must be 100% on-board and willing to do the work.
- Learn to find great help and use them
- Sports Camps are about relationship with parents, athletes, coaches, and schools. Do the work to strengthen relationships.



Final Notes

- Determine if you want a full time sports camp business or part time.
- Pick a niche
- Develop a sports camp feeder system with as many levels as you can properly create!



Thank You and Best of Luck on Your Sports Camp Empire!

Lee Taft and Athletes Acceleration

