

FUTURE STARS TENNIS PROJECT (Long Term Partnership)

This is spec work that I have done for a potential client I have been trying to land.

For some context, they are a Tennis Club. Their target market from what I have analysed is millennials, mainly women. Most of them mothers some sophisticated women. Some stay at home moms as well.

Millennial women tend to have certain things in common, which is that most of them like to read and most of them love the idea of being part of a community.

Where does this come in with the spec work? I'll explain!

This Spec work is a blog post specifically generated to provide their clients with free value. A forehand is one of the most powerful shots in the game of tennis, along with other shots. The forehand blog post is going to be part of a series of blog posts, informing the reader on how to execute the perfect tennis strokes while also making them feel like they are part of an online community.

Once they have gone through the post they should feel like they can hit a forehand, at least in their mind, this will then entice them to either want to know more information about what else they can learn or at least visualise it enough to want to try it.

I am thinking of adding imagery to the blog post but I wanted to make sure the text made sense first before I add anything else.

I plan on adding 2 Call to actions, one to maybe register a lesson and another to add them to an emailing list and have them in as a lead.

Then Soar the project from there

Tennis Blog Post for potential client

Power Moves 101: Crush Your Opponents with the Perfect Forehand

Do you want to unlock the shot that can leave your opponents in awe?

Are you ready to take your game to new heights and become a force to be reckoned with on the court?

If so, get ready to dive into the world of mastery! Here, we will explore the art of hitting a forehand like a pro, revealing the techniques and strategies that will transform your forehand into a formidable weapon.

Get your racket ready and prepare to unleash your power!

1) The Perfect Grip: Discover the Key to Power and Control

Imagine holding your racket with a grip that feels like an extension of your hand, allowing you to effortlessly generate power and control. The perfect grip is the foundation of a powerful forehand. Stage one of your journey you will discover the grip that will unlock your true potential and give you the edge on the court.

2) Stance and Footwork: Finding Your Agility and Precision

Picture yourself on the court, poised and ready to strike. Your stance and footwork play a vital role in executing a flawless forehand. In this section, we will break down the secrets of achieving a solid stance and mastering footwork. This part of your journey is all about learning how to position your body for maximum power and agility, and discovering the footwork technique(s) that will allow you to glide gracefully through the court, almost Roger Federer!

3) The Art of Swing: Channelling Controlled Power

Feel the rush of adrenaline as you prepare to swing your racket with precision and power. This section gets a little technical but is meant to guide you through the art of the forehand swing, focusing on the synchronization of your shoulders, hips, and wrist. In this part of the journey we illuminate the secrets of generating controlled power and adding spin to your shots. Lets see how your opponents start scrambling to keep up then!

4) Timing and Contact Point: The Sweet Spot Connection

Visualise the satisfaction of consistently hitting the sweet spot, where power and accuracy intertwine. Timing and contact point are critical for a successful forehand, and in this section, we will explore the secrets of perfect timing and finding the optimal contact point. On this part of your journey you will learn how to connect with the ball at the perfect height and angle, maximizing your shot's potential and keeping your opponents on the back foot.

5) Follow-Through: The Flourish of a Master

Conjure up an image of yourself executing a forehand with finesse and grace, leaving your doubles partner mesmerized by your technique. The follow-through is the finishing touch that completes a well-executed forehand. This is the last challenge on your forehand journey. We will focus on achieving a smooth and complete follow-through, enabling you to maintain control and generate topspin effortlessly. Crush it in the art of the follow-through and watch your forehand transcend to new heights.

Congratulations you've completed the journey to YOUR perfect forehand, THE perfect forehand. The shot that can elevate your tennis game to new heights. By unlocking the secrets of the perfect grip, mastering your stance and footwork, honing your swing, perfecting your timing, and executing a flawless follow-through, you are on your way to becoming a true forehand powerhouse. Embrace the challenge, practice diligently, and watch as your forehand becomes a force to be reckoned with on the court. Get ready the courts are about to know your name!

