

Tips for Padel lovers (Coaches and players)

OFF THE BACK WALL



By **Marcos del Pilar**

USPTA ELITE / MASTER Padel Professional
USTA National Campus Director of Padel

Business model II: **THE PADEL MONEY-MAKER (part two)**

Here you can find the second part of the article we started on last's month issue.

We already talked about customer journey, creativity, innovation, our big WHY and the importance of becoming player centric facilities. Se below some more important keys to become successful when running a PADEL (and Racquets) facility:

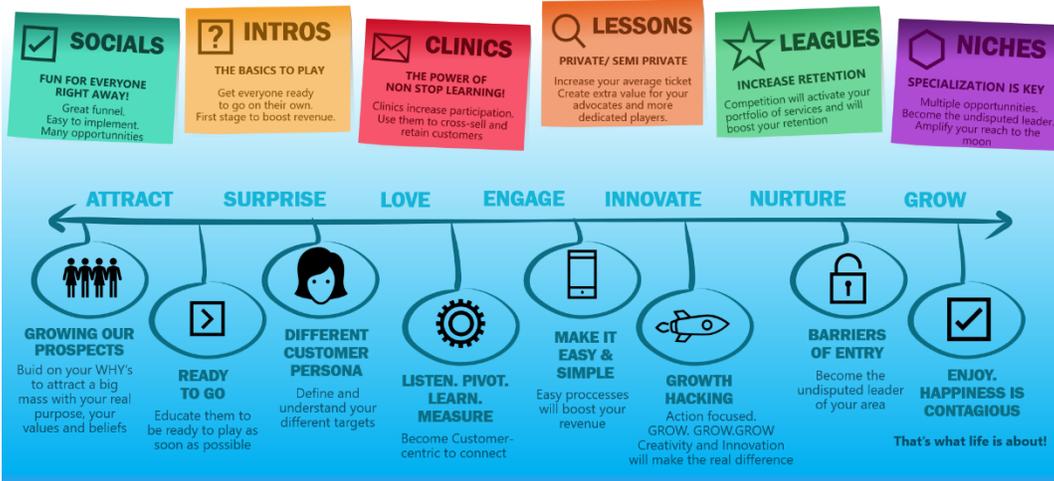
5. EMOTION, EMOTION, EMOTION!:

Create memorable moments that will last forever in your customers' minds. We need to work hard on emotions and surprising customers! Improve yourself and look for that WOW MOMENT. When you get this done, players will experience FOMO EFFECT (fear of missing out) that will push them to come to your facility every day even when they have not scheduled an activity. Passion, enthusiasm, joy, and zest are always appealing emotions to everyone. And they all are contagious!

6. A NEW ENTIRE BLUE OCEAN TO ATTRACT:

There is a massive "non-customer" segment to be reached. Begin looking where no one else has. Search for new niches or create an entirely fresh marketplace with no competitors. By doing so, you will always own the cavity (niche) and will become the undisputed leader in that micro marketplace. For example, the US population is over 320 million people, yet only about less than 20 million play racquet sports. The sky is the limit if you start looking in the right direction! As you can see, this is also the best way to help our industry grow by attracting novel players to our facilities and developing the game.

SUCCESSFUL PADEL PROGRAM GUIDELINES



7. PADEL PROGRAMMING BASIC GUIDELINES:

There is no magic formula. However, below you can find a great starting point. Look at the guidelines carefully, and hopefully, you will get some ideas on your path to success in Padel. I encourage you to adapt based on your customers' needs and expectations.

8. ELIMINATE BARRIERS OF ENTRY AND MAKE IT EASY:

Look for simplicity and ease. Solve problems. Let technology work for you in this current digital era. Explore some growth hacking strategies to increase your exposure as well as enhancing

your conversions and sales. Regarding programming, try to make it easy for newcomers by offering them 1-day commitment activities until they fall in love with the sport. Smaller commitments translate into more attendance since the sport becomes less intimidating.

9. BUILD YOUR COMMUNITY OF AMBASSADORS and EARLY ADOPTERS:

We all need to belong. Earn loyalty with it. Try to exceed your early adopters' expectations, and your established followers will bring in new customers with almost free organic growth. In addition, word of mouth will bring you a very high power of retention and new parallel revenue channels. Next, get your professionals certified in Padel as soon as possible. They will grow your army of supporters and customers.

I genuinely hope this quick guide will help you get a better understanding of the pathway to succeed in Padel. In the future, we will continue to delve deeper if needed. We are dedicated to setting the standard for the industry with its professional-level Padel certification with the endorsement of the USPTA and the USPA (United States Padel Association) in North America.

See you all soon.
Best Padel experiences ever,

If you are interested in more, do not hesitate to contact Marcos to Pilar for additional info about the business model and some essential leverages to implement Padel successfully and to **GET CERTIFIED IN PADEL** (marcos@tenismrp.com) to become part of the group of ambassadors that will lead the Padel wave coming in the USA. Marcos is running these programs in partnership with the USPTA and PADELMBBA.