

# The Ten Laws of Tennis Success Series

## Case Studies

### Case Study #2

Here's the second case study in the Ten Laws of Tennis Success Case Studies Series. In the first case study, you met Jon, a junior player, and learned what the Ten Laws had done for him. In this interview, you will meet Barb. Barb is league player from 'down south', and has the sweetest little southern accent you ever heard. Although Barb was reluctant to give me her exact age, she said that she was in her forties and that she first started playing tennis in college, but career and family obligations then led her to give up the game for almost 20 years. She started back into the 'swing of things' about two years ago, and since then has had a voracious appetite for all things tennis (including improving her own game, thank goodness!). Here's Barb's original *unsolicited* testimonial:

*COACH!!!*

*Sorry, I had to shout that out! I cannot BELIEVE the difference in my game after making myself obey the 4th law. Simply unreal. I just finished going through the 5th Law, and let's just say some 'conditioning' has already started to occur. Where are you located? Can I get private lessons from you? Have racket, will travel! I'll be in touch soon!*

*-Barb*

B: Hello?

CK: Hi - Barb?

B: Yes, this is Barb.

CK: Hi Barb, Coach Kyril Here. How are you?

B: AHHHH!!! I'm *sooo* glad you called! I have just been so looking forward to finally getting to talk to you!

CK: Hey, no problem! Glad we could finally connect! So how are you doing?

B: Oh, things are going good, real good!

CK: So how's your game coming along?

B: Oh – ya know, I have so much to tell you, especially since so much has been going on since I talked to you to set up this whole interview thing. I've been having so much fun, let me tell you. I've even started to play in tournaments, can you believe that?

CK: That's great!

B: I've just gotten so much out of everything you've taught me, so I just have to take the time to say 'thank you'.

CK: Well, you're welcome, I -

B: Really dear, I'm just so – oh, I can't even describe it. (Laughing) My girlfriends think I'm windier than a bag of ...(cute southern reference deleted). I keep carrying on about how much fun it is for me to play tennis now, and that I'm *actually* getting better, you know? It's really been a lot of fun, the whole process.

CK: Wow! That's awesome. I'm so happy for you! Okay, well let's get some background on you here. If I may me so bold as to ask your age...

B: Well, let's see...I've been to my 25<sup>th</sup> high school reunion, and we haven't had our 30<sup>th</sup> yet, so you can do the math sweetheart – ha-ha!

CK: Okay, so...somewhere in your 40's...well, I've gotta say, you

definitely have plenty of energy. Okay, so you're in your forties. When did you first start playing tennis?

B: In college; you know, me and my girlfriend took a tennis class for an elective, so that's how I got started – and it was a fun class, but I think most of the girls, and I know I was this way, wanted something we thought wouldn't be, you know...too much work. Just something you could enjoy doing. But then after that, we would always go to the tennis courts kind of as a way to...oh, I don't know how you'd say it...'be out there', because you know there were a lot of cute boys that would be walking by, because the tennis courts were right there next to the gymnasium. (Laughing) So yeah, it was sort of a way to 'meet the boys', so to speak.

CK: Well, in your favor, I don't think you and your girlfriend were the first or last people to ever try that one...

B: Oh, I'm sure!

CK: Okay, so you played some in college, obviously not competitively, but you enjoyed it.

B: Oh, absolutely, it was like something you could do just to get yourself moving around; you know, some people would go to the workout centers, and some people would jog and, you know, I would just go play tennis with my girlfriend or other girls that I had met in my tennis class.

CK: Well that's good. Okay, so let's fast forward a few years here...how long did you go without playing tennis – I mean, from the time you were playing tennis with your classmates, to when you picked it up again?

B: Oh goodness...it was well over twenty years. I mean, after I graduated, I got married, I had my three children, two of which are in college now, got divorced, went back to school to get my masters, got re-married...I mean, there really wasn't that much time for it at all, you know? But after I met my (current) husband, we both decided that we needed to have some sorta exercise thing, something to keep us off the couch after work.

CK: So you decided to get back into tennis...

B: Well that's the thing, I hadn't even really thought about it, because my husband already had a membership to a gym, but he never used it. So we decided that we were gonna get a membership for myself as well, but I really didn't want to be going to the gym and exercising around all these people I didn't know, so I suggested to him that we start playing tennis.

CK: Really? What was your husband's initial reaction?

B: Oh, he was fine with it. I think for him it was more of a challenge, more of an ego thing, because he did *not* know how to play tennis, *at all*, so I think it was kind of a challenge for him.

CK: So okay, I gotta hear this...what happened the first time you both went out to play tennis together?

B: Oh!!! It was really rather funny. First of all, neither of us had rackets, so we went to the (sporting goods store) mall and each got a racket and three cans of tennis balls. My husband asked why I was getting three cans of balls, and I told him 'Honey, you don't wanna be out there with just three tennis balls, believe me...we'd be spending more time chasing and picking up the tennis balls than we would spend hitting them!'

CK: That's so true. Sounds like you learned from experience.

B: Oh, of course, dear!

CK: Okay, so you're hitting tennis balls...

B: You could call it that. Even with nine tennis balls, we were chasing them around quite a bit.

CK: Was your husband aware of your previous tennis experience?

B: I told him that I had played before, but honestly I wasn't very good when we started.

CK: Okay, so when did you both start playing again?

B: That was about two years ago.

CK: Okay, so let's see where you were at. Did you have an NTRP rating or anything?

B: Not at that time. Neither of us did back then; I got rated about 6 months ago, and my husband still doesn't have one.

CK: What was your rating 6 months ago?

B: It was a self-rated 2.5, but now it's -

CK: Whoa, whoa! Not yet. Okay, you had a 2.5 NTRP rating - was that before or after you got the Ten Laws course?

B: That was probably about a month or so before, and I had been playing, at that point I guess, for about a year-and-a-half.

CK: What made you want to get the course, if I may ask?

B: Well, spring was rolling around, and our tennis league was starting up again, so I was looking online, just looking on Google for how to serve, maybe find a tip or something so I could practice it and then I saw your videos come up in the search. So I clicked on it, and watched one of your serving videos.

CK: Do you remember which one?

B: I'm not exactly sure which one, hon. But I remember you were kneeling down on your knees serving the ball, and I thought, 'Oh for crying out loud, what is this, ya know?' So I had to keep watching it, and then when I saw you sittin' on your butt hitting those serves, I thought, "Lord, if he can do that sittin' on his butt....there's gotta be somethin' I can learn from this fella."

CK: So you watched that video...what made you get the course?

B: Well, I saw the website address on the video, so I wrote it down and then went to your website, and then signed up for the free newsletter. Then about a week or so later, I saw the page for the course so I ordered it.

CK: Awesome. So take me through this now. You downloaded the course, and then...

B: Yes, well...I actually downloaded it and then I got busy and it sat there on my desktop for about 2 or 3 days. Then I got the flier for our tennis league signup in the mail and I was just like...'Oh, I'd better get to this stuff now!'

CK: So you started with...

B: I read everything – front to back, top to bottom inside and out - and I was very impressed with your story, I might add. That was wonderful.

CK – Er, okay...which story?

B: Oh, just ya know, the story in the Focus and Win book, about how you were tryin' like the dickens to play pro tennis.

CK: Oh, okay. Yeah, well, that's what happens; some people make it, some people don't...

B: Well, I think you turned out alright anyway dear.

CK: Thank you, I appreciate that. That's very kind. Now back to you here. What were the weaker areas of your game, and what did you get from the course that helped you out?

B: Okay, well, the weaker, or should I say weakest area of my game by far was my first and second serves.

CK: Okay.

B: That's what I was looking for tips on when I found your videos.

CK: Right.

B: Now, I got a lot out of those videos, so I started coming along pretty good with the pronating and what not. But as far as the course goes, that's where I made the most progress by far in my overall game because -

CK: How so?

B: Well, I am such a stubborn old girl that when I get something in my head, I can't let it go. So what happened was that I was going through the course and then I did the exercise for the 4<sup>th</sup> Law, then I watched the video for it and I said to myself "Ya know, he hardly even looks like he's moving, ya know?"

CK: And?

B: And, well, I thought to myself, because I play singles mostly, that I could move like that if I really practiced it.

CK: So what did you end up doing? I mean, take me through the process of what you were like, what you changed, and what your results were.

B: Okay, well, so first off, to me, it always seemed like the ball was 10 feet away from me or coming right at me, when I was playing a match.

CK: That'll cost you some points.

B: Oh, don't I know it! So anyway, I saw how you were moving and I thought, "Yeah, I can do that." So what happened was, I started doing the \*\*\*\*\* (Ten Laws Technique), and at first it was difficult, because I was normally so flat-footed. But after awhile, you kind of get in a groove, you know? Sorta like dancing, and –

CK: Bingo.

B: Yeah! So it just started getting easier and easier over time, and now the routine is just so natural...

CK: Conditioned.

B: Yes!!! Conditioned! I don't even have to really think about it anymore, ya know? I just go out there and it's like right away – boom – I'm ready to go; and it's SUCH a big confidence booster, 'cause you know what you're doing, you KNOW that you've sort of got things under control out there. It's a wonderful feeling hon, and I really am so grateful for what I've learned from ya.

CK: Well, I gotta say that you are very welcome, Barb. Ya know, I've told people over and over that the little things – you know, the little things that you take for granted – those are the things that you really have to bear down on and focus on, because those are the things that are going to make or break you in a match; and once you get those 'little' – but VERY IMPORTANT – things conditioned, then a whole new level of tennis opens up for you, and it's such a great feeling for me, you know, to be able to see someone 'get it', you know, and have that breakthrough. It's just an awesome feeling for me as well, and I just want you to know that.

B: Oh, you're such a dear. You really are.

CK: Okay, moving on here - what else, besides the 4<sup>th</sup> Law, helped you out, if anything?

B: I would say the first five laws, if you put those together in sequence, was overall what helped me the most. It's like the first four laws laid the foundation for me, and the 5<sup>th</sup> Law was where I saw it come together.

CK: Conditioned Movement.

B: Absolutely. And you know, I just gotta say this, and I know it's gonna sound silly, but this is not rocket science, dear. It's really not.

CK: Uh, okay, yeah, well that's sorta the reason I put it together the way I did –

B: No! No. I don't mean that it a bad way, hon, not at all. It's just

that it's so simple that...I don't know how to really explain it, though. I just did what you said and it was like – ka-bamm! Things just got so much easier for me.

CK: Well, I'm sure you had to do some work...

B: Oh, absolutely. It's not the work that bothered me. What was frustrating for me before this course was that I had taken tennis lessons last summer, and –

CK: Ahh, the penny drops...

B: What's that?

CK: Continue...you had taken tennis lessons, and ...

B: Right, so I had I taken some group lessons with some of the girls at the club, 'cause it's a little less expensive that way, and after the second lesson I was just wanted to say to the instructor, ya know, "Hey, would you just frickin' tell me what to DO?"

CK: Really, believe me, swear-on-my-puppy-dogs' life, you are not the first person THAT has happened to...

B: I can believe that!

CK: It's almost like, "Hey, quit jerkin' me around here..."

B: Exactly! I swear, if he would've just told me what you told me, and had me do that, I would've started taking private lessons from him on the spot, and paid him double.

CK: Some people just don't know...

B: Could be...

CK: Or care...

B: He's a nice guy, I just don't think he's a very good communicator, if that makes any sense.

CK: It makes total sense. But, let's get back to your results, because if I've said it once I've said it a thousand times, results is what matters. So what sorta tangible, "Here's-how-I-improved" results have you gotten?

B: Okay, so I was a self-rated 2.5 six months ago and now I'm a 3.5 – and that is based totally on the matches I've won, so I'd say it's a solid 3.5, and after I play in next spring's league I definitely want to be playing 4.0 players and-

CK: WHAT!?!?!?

B: Oh yeah.

CK: Are you yankin' my chain?

B: Nope.

CK: Holy smokes!

B: I know!

CK: How – jeez oh man. That's insane. When did you get that rating?

B: Exactly 10 days ago we had a clinic – and actually, the ratings are dynamic, which means that can change from match-to-match, but I haven't lost to a 3.0 player since the spring, and I'm winning more than losing to the 3.5 ladies, so...

CK: How many days a week are you playing?

B: Right now, just twice, but it was five days-a-week in the summer.

CK: Jeez! No wonder! Talk about taking the bull by the horns. Way to go!

B: Well, that's what I was telling you, dear! And it's been so much *fun!*

CK: Okay, well that's definitely one way to measure your results. Now you said earlier in our conversation that you had started playing in tournaments. How'd that go?

B: Well, the first one I entered was a league tournament this past spring.

CK: How'd you do?

B: It was right after I got your course, and I lost both my matches. That was kind like fuel for the fire anyway, so the next one I entered was a 4<sup>th</sup> of July tournament we have here every year, and I made it to the semifinals out of 16 players.

CK: So you won your first two matches then.

B: Yeah, I know! And the girls here are so great, it was just a lot of fun.

CK: Especially when you're winning!

B: This is true. (Laughing) But, I think that just being able to play at, you know, a higher level so much more quickly is what made it so fun for me.

CK: That's so awesome.

B: Yeah, it's fun, definitely!

CK: Okay, so is your hubby still playing?

B: Not really, unfortunately...but he does come to my matches when he can and is very supportive, which helps.

CK: Absolutely. That's great. Okay, so I don't want to run your cell phone bill through the roof, but I have just one last question for you here.

B: Shoot.

CK: Okay, so someone is on the fence about taking tennis lessons, they don't know who to trust or where to start, and let's be honest, this can become a pretty expensive hobby pretty quick with all the equipment out there, lessons, court time...what would be your advice to someone who wants to get back into the game, or maybe someone just starting out?

B: Well, I would do what I did: Just go to google and type in what it is that you're looking for help on. Whatever it is. There's so much free stuff out there that you can start with that you don't have to spend any money on, ya know? I mean, that's how I found you, and believe me, I had seen a ton of stuff already online, some good, some not so good; so ya know, just look around.

CK: Seems to have worked for you.

B: Yeah, well, that's the thing about it because I just saw your stuff and had that connection, you know, like, 'Hey, this guy is explaining this stuff so that I can actually understand it.' And that's a big thing for me.

CK: And do it.

B: Well, yeah, of course! So that would be my advice.

CK: Barb, thanks so much for your time, I really appreciate it.

B: Oh, no problem hon! Thank you so much for what you're doing, I really like your teaching style and can't wait for the new videos.

CK: Thank you for the interview, Barb, and keep in touch, will ya?

B: Absolutely!

CK: Thanks again dear. Bye-bye.

B: Bye!

EOT

