

# USAR-IP NEWS



## UNLEASH

the POWER

of your

## Videos

WINTER SPECIAL BULLETIN - 2015

CONTENT

**DARTFISH**

GET MORE OUT OF YOUR

## VIDEOS!

Dartfish.tv is a powerful and feature packed video publishing and sharing platform. Whatever your need, dartfish.tv will provide you with the best solution to maximize your video use and get them in front of your audience!

## WHAT IS AVAILABLE TO YOU AS A USAR-IP INSTRUCTOR ?

CAPTURE--ANALYZE--SHARE

**CAPTURE-** capture video from any source- live, practice, competition, fixed stations, online

**ANALYZE-** use your expertise to enhance video images through technical **motion** analysis and tactical **game** analysis

**SHARE-** share through USAR-IP TV with other USAR-IP instructors, students and USAR members

## CAPTURE

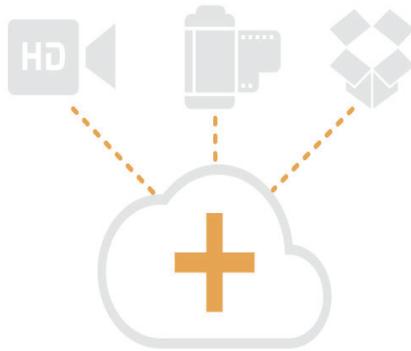


- **Improve on-the-spot-**

Quickly identify areas of improvement and show them to your athletes

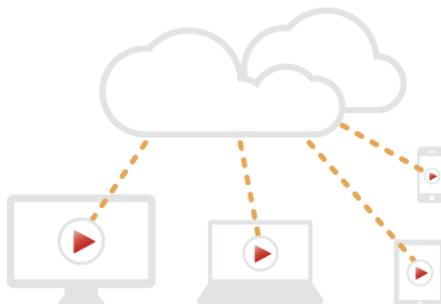
- **Add your expert view-** Underline what the video reveals with powerful analysis tools

- **Share your analyses-** Let people you choose have access to your



### Get videos from any sources

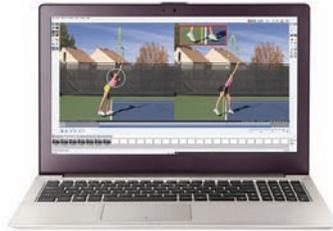
- Record video optimized for analysis (SD or HD)
- Import quickly from your camera roll in original quality
- Import directly from e-mail and other apps



### Download

- from dartfish.tv directly into your personal cloud
- any video file from various sources into Dartfish

## **ANALYZE** **on your PC**



- create storyboard, highlight techniques and movement
- add your expertise – drawings, audio, text
- categorize your videos with descriptive keywords
- integrate data from external devices

## **on your mobil devices**

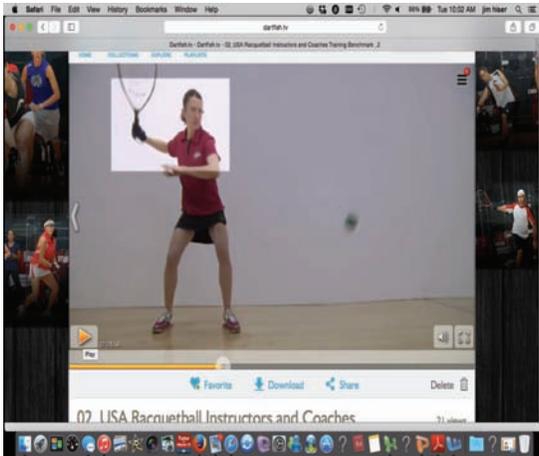


- improve on-the-spot quickly identify areas of improvement and show them to your athletes
- add your expert view underscore what the video reveals with powerful analysis tools
- share your analyses let people you choose have access to your videos

## SHARE



**One click publishing**  
push your content to targeted audiences easily and quickly with one click publishing



Share with other instructors

Share with your master professional



Share with your students

Share with other USAR members

# HOW TO PURCHASE AND UTILIZE DARTFISH

## PURCHASE :

### DARTFISH EXPRESS

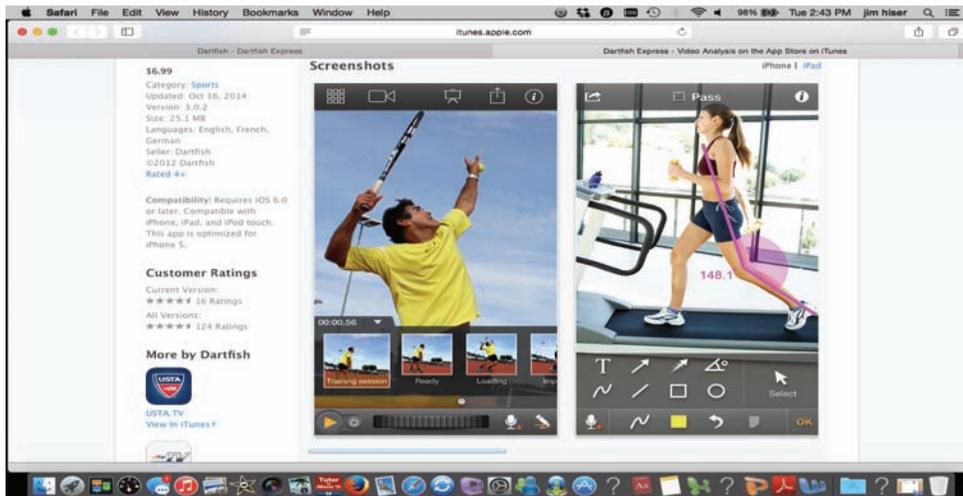
Available on the Apple app store

Cost is \$6.95 and you can download to your Ipad, one or computer.



art

## HOW TO USE:



Video and analyze on your Ipad or phone—analyze technique with on screen graphics and/or voice analysis. Send video with analysis directly to your students.. Use split screen analysis to compare with selected players of your choice.

### DARTFISH/USAR TV-

All certified instructors may utilize DARTFISH/USAR TV by downloading your videos for view by other instructors, for review by a MASTER PROFESSIONAL or if a collegiate instructor have your own TV channel for your students.

To utilize Dartfish/USAR TV go to DartfishTV and register.

## **To Charge or Not Charge....that is the question?**

By Fran Davis, USAR-IP Master Professional

At every USAR-IP Certification Course we are asked about charging for lessons, clinics or running leagues.

Our stand is, and always has been, to charge for your services rendered. Would a tennis or golf pro ever think about not charging and giving away lessons for free....quite a ridiculous thought right? By charging you are placing a value on your service. Human nature is if something is free it is not worth much and people are not really committed to it....it becomes devalued.

We encourage you to offer a "Free Introductory One Hour Clinic" for new members (one time offer per member only) one time per month. You would use this to get those people "hooked" on racquetball and then you can get them involved in one of the following:

### **1-Group Lessons-Beginner or Intermediate**

Offer 3 one hour lessons on a particular night at 6pm for \$120, but then you can run a special during the Free Introductory Clinic for \$99.

### **2-Leagues- Beginner or Intermediate**

Offer leagues for \$25 for 8 sessions, but then you can run a special during the Free Introductory Clinic for \$20. Also, make sure during the leagues you offer "free" quick tips on things you notice in their game which should lead to some lessons.

### **3-Lessons-Private or Semi-Private**

Some people will want this option over group instruction so you want to offer this and make this available as well.

\*Private lessons range from \$30-\$100 per hour per person

\*Semi-Private lessons range from \$45-\$150 per hour per person

\*The amount you charge is based on what part of the country you live in and what are your credentials. You want to offer BOTH as there is a substantial savings for the client and you make more money for the same amount of time.

4-Tournaments-In-House One Day Shootouts are awesome. Make sure you offer a beginner or novice division as well as the other divisions and you can run a special during the Free Introductory Clinic for 1/2 price on a One Day Shootout.

**5-Equipment**- If there is a pro shop you run it through them or if the club allows you to sell it to the customer you can do that as well or have a retail referral ready to give to the customer.

You could offer a starter kit for \$50 which includes a racquet, eyeguards and balls.

For higher level players you can have demo racquets available to the participants and sell them through the correct channels.

The "Free Introductory One Hour Clinic" is an ideal way to build your racquetball programs, but you must work hard at filtering the participants into one of your paid programs you developed. It is up to you to bridge the gap between the two and only then you can and will start making money and reaping the benefits of a "no charge" event.