

DIAGNOSTIC RESULTS

Principal, Racquet Sports Consulting Firm

Boutique Coaching & Education Consultancy — Under 50 employees

01 WHERE THE PRESSURE IS BUILDING

Your results across three domains. Green = strong. Yellow = watch. Red = pressure.

Domain	Signal	What it means
Market Position	Watch	Strong brand — acquisition is inconsistent
Execution	Watch	Bandwidth stretched when demand increases
Alignment	Strong	Leadership and operations well aligned

The real issue isn't demand. It's that you're the product — and when you're delivering, you're not selling.

02 YOUR RESULTS

Each statement is color coded. Green = strong. Yellow = watch. Red = pressure.

MARKET POSITION

We are clear about where we will compete — and where we will not	Strongly Agree
We know why people choose us over the alternatives	Strongly Agree
Our visibility reflects the quality of what we deliver	Strongly Agree
We have a clear picture of where next customers come from	Strongly Agree

EXECUTION

Revenue expectations have increased faster than we can keep up	Neutral
We are taking on more than we can execute well	Agree
Priorities shift before teams have time to finish	Neutral

Once we start executing, we don't keep changing direction	Strongly Agree
Every major priority has one clear owner	Strongly Agree
The work doesn't stall when key people are pulled in other directions	Neutral
We are willing to stop initiatives that are no longer the right priority	Neutral
When performance slips, we fix the real problem — not just what's visible	Agree

ALIGNMENT

Senior leaders stay on the same page when pressure increases	Strongly Agree
When we need to make a hard decision, we make it early	Agree
Brand, marketing, sales, and operations move in the same direction	Strongly Agree

03 WHAT THIS MEANS FOR YOUR BUSINESS

MARKET POSITION

Your brand credibility is exceptional. You know exactly who you serve and why they choose you. That's the foundation most businesses spend years trying to build. You have it.

The gap: you said you have a clear picture of where next customers come from — and you also said steady acquisition is your biggest pressure. Those two things are in tension. You know the source. You just can't control the volume or the timing.

EXECUTION

You're the product. Your model — high-touch, deeply personal, premium — is your greatest strength and your biggest constraint. When you're delivering, you're not selling. When you're selling, you're not delivering. That creates a cycle that makes steady acquisition almost impossible to sustain.

The neutral signals around priorities, stalling work, and stopping initiatives aren't failures — they're friction. They show a business that is operationally sound but hasn't built the systems to create consistent forward motion when you're not the one driving it.

ALIGNMENT

This is your strength. Leadership is aligned, decisions get made, and operations move in the same direction. This is what lets you focus on the real problem — because the foundation underneath it is solid.

IN THEIR OWN WORDS

"Creating steady customer acquisition."

Said twice. Unprompted. That's the real pressure point.

04 WHERE TO FOCUS FIRST

Three distinct buyer types are being served — individual coaches, high-performance players, and institutions. Each has a different pain point, a different budget, and a different decision process. Right now all three are being reached with the same message.

Pick one primary buyer — the one that pays best and refers most. Build one focused outreach motion around that segment only. That's where steady acquisition starts.

One segment. One message. One motion. Everything else follows from that.

A few questions worth talking about now:

Do you currently treat these three buyer types differently in how you reach them?

Which one converts most consistently — and do you know why?

If you had to pick one to focus on exclusively for the next 90 days, which one would it be?

This is a starting point, not a conclusion. The real conversation begins here.

05 INDUSTRY CONTEXT

A few data points that are directly relevant to what you're navigating:

Signal	What it means for your business
Racquet sports participation is accelerating — tennis, pickleball, and padel are all growing simultaneously for the first time	More potential clients are entering the market. The window to establish category authority is now.
Demand for certified instruction is rising but supply of qualified coaches with business infrastructure is thin	Your credentialed expertise is a real differentiator. The gap isn't skill — it's acquisition system.
The average age of new racquet sports participants is dropping — the 25–34 demographic is now the fastest-growing segment across all three sports	A new buyer cohort is entering. They find coaches differently than older players do. Visibility in the right places matters.

Institutions — clubs, academies, governing bodies — are increasingly seeking outside expertise to build coaching programs they can't staff internally	The institutional buyer may be your highest-value segment and your most underleveraged one.
Industry advisors cite business development as the #1 gap for high-performing independent coaches — technical excellence doesn't translate to client flow	You're not unusual. The acquisition problem is structural and industry-wide. It has a solution.

Sources:

Sports & Fitness Industry Association (SFIA) — 2024 Topline Participation Report
Tennis Industry Association (TIA) — Coach & Instructor Workforce Data
Racquet Sports Professionals Association (RSPA) — Member & Certification Trends
PTR / USPTA — Professional Development & Coaching Certification Data
Club Industry — Independent Coaching & Boutique Consultancy Benchmarks