

## **Cardio Tennis Music Tips from Michele Krause – National Cardio Tennis Manager**

**Keep it low volume.** Although it is fun to really blast the music it is easier on everyone if you keep it at a decent decibel. This helps you as the instructor to be heard more easily and it doesn't overwhelm the players on the other courts.

**Schedule at low volume court usage times.** Research shows the prime time for Americans working out is 5:00-8:00am and tennis court prime time is 9:00-12:00. Schedule your Cardio Tennis classes in the early morning to accommodate the "workout" crowd and since the courts are often underutilized during this time you can crank up the music. It is a win win situation as you are catering to a potentially new customer base and making use of the early morning court time.

**Use self music devices such as IPODS, etc.** Most people today own some sort of MP3 player and since there is little to no instruction in Cardio Tennis (with the exception of drill explanation) this would allow each player to be tuned into their own music.

**Try different kinds of music- keep it within their genre.** There are many music genres to choose from on [www.powermusic.com](http://www.powermusic.com) including country, classical, adult contemporary and oldies all mixed to 130-150 BPM as well as top 40, hip-hop and Latin. Powermusic does offer a discount on music CD's for official Cardio Tennis sites, visit [www.partners.cardiotennis.com](http://www.partners.cardiotennis.com) for more details.

**Placement of the sound system.** Place your music system on the side the players will be on the majority of the time and keep the volume low. This way you as the leader might not hear the music but at least the customers can.

Recommend sound systems: There are numerous choices now for IPOD/MP3 docking stations. Members of the National Speakers Team really like the Sonic Impact at [www.si5.com](http://www.si5.com). It sells at a good price point, small enough to pack in a suitcase but puts out good volume, and has a hard cover case for protection and makes it easy to direct the volume.

**Get key members involved** or tough customers to buy in and try. They become influential spokespeople for the programs. When a coach at a country club in North Carolina started Cardio Tennis he was getting complaints from one of the golfers (the courts were close to the course). As the golf member was complaining to him through the fence about the music the coach calmly said to the golfer "your wife who is here right now seems to really like the music and the class". Guess who was at the Cardio class the next week?

**Offering quiet Cardio Tennis** is an option when everything else you have tried just doesn't work. When leading quiet Cardio Tennis there is more pressure on the pro to amp up the enthusiasm and energy levels but it is definitely an option and has proven successful at many facilities.