



**LEARN THE
SPORT**



What is USA Bowling – Learn The Sport?










A business building program that utilizes coaching through a 4 week





“Youth Learn to Bowl”

that is designed to help develop the next generation of bowlers






The Deluxe Kit includes all of the items below and the Standard Kit is available without the banner and poster. The complete list of marketing materials for use:

ITEM	QUANTITY
 Proprietor's Guide	1
 Coach's Guide	1
 DVD with Four Weekly Lessons	1
 8.5" x 11" Black & White Flier	1
 8.5" x 11" Color Flier	1
 Week 1 Student Handout	50
 Week 2 Student Handout	50
 Week 3 Student Handout	50
 Week 4 Student Handout	50

 5" x 7" Table Tent	1
 8.5" x 3.5" Flier	1
 22" x 28" Poster	1
 3' x 6' Banner	1

 Deluxe Kit Only

BONUS ITEMS available online

 Email Template
 Website Ad
 30-second Promotional Spot

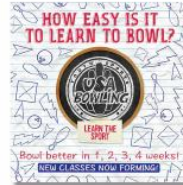


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Digital Materials



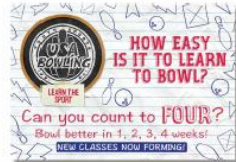
851x315px Facebook Cover



1080x1080px Instagram Image



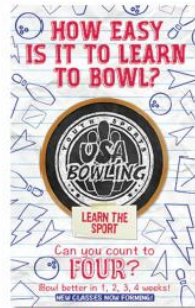
1200x630px Facebook ImageShare



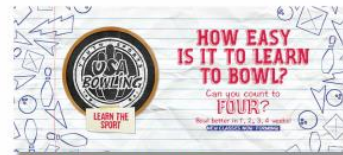
720x500px Email Template



680x225px Web Banner 2



280x450px Web Banner 1



705x300px Web Banner 3



1200x627px Facebook Shared Link

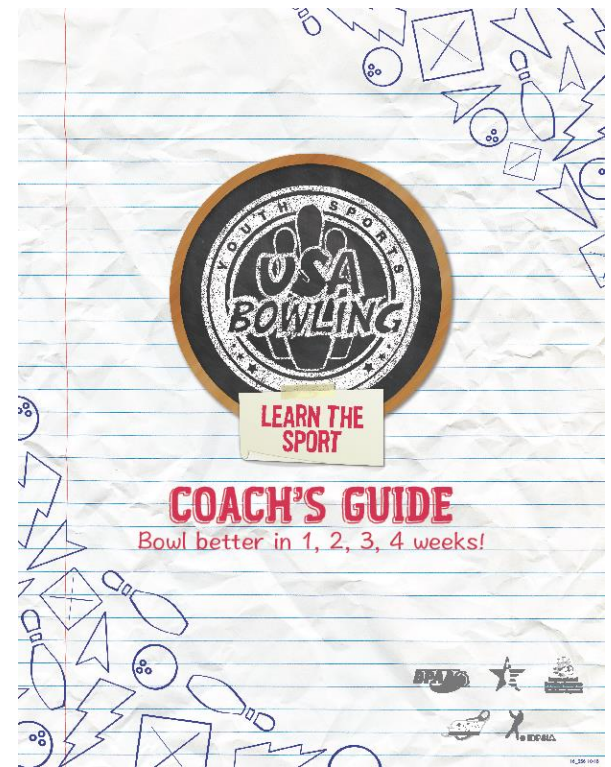


924x300px Web Banner 4



Program Review

- Learn to Bowl in 4 weeks
 - 1 hour
 - once a week
- Classroom
 - First 15 minutes - Video
 - Q&A
- On-Lanes
 - Following 45 minutes - Application



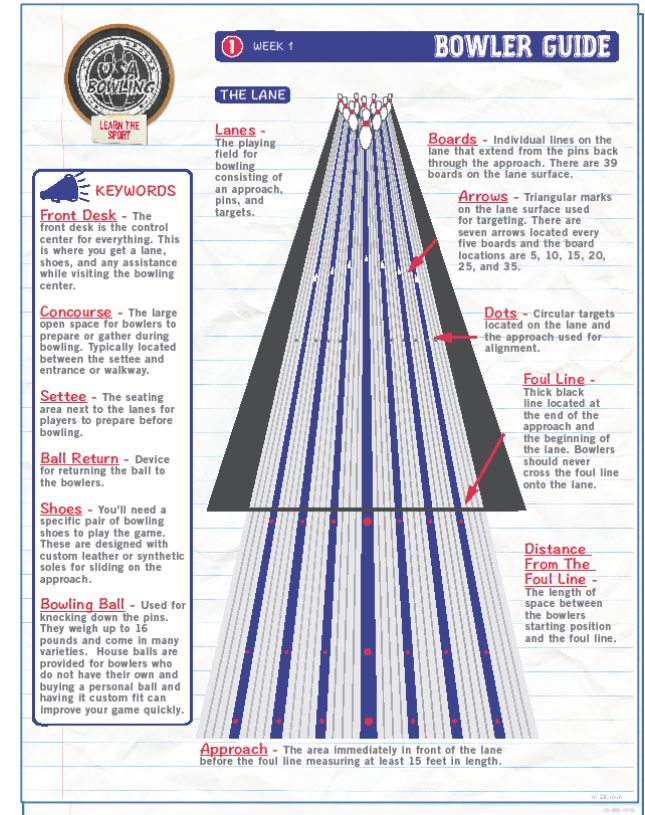
Before You Start

- Where will you hold the class? (*set up the room*)
- Does the room have the ability to play the DVD? (*test the equipment*)
- How many lanes will be needed for the class?
- Based on the number of students, will you be instructing alone or will you have help?
- *We recommend one coach per four lanes (*have student handouts ready*)




Week 1

- Front Desk
- Concourse
- Settee
- Ball Return
- Shoes
- Bowling Balls
- Safety
- Lanes
- Boards
- Arrows
- Dots
- Foul Line
- Warm Ups
- Stretches
- Starting Position
- Distance from Foul Line
- Approach
- Lane Courtesy
- Hand in the Ball
- Step-Swing-Roll
- Swing-Out, Down, Back, Through



Take It To The Lanes





WEEK 1

BOWLER GUIDE

STARTING POSITION

The bowler's beginning stance with their ball on the approach. To find your starting position on the approach, walk up to the foul line, turn around and face the bowlers' area with your heels about two inches in front of the foul line. Take four and a half good-sized steps; on the last step, pivot on your toe. This will be your starting distance from the foul line. Adjust as needed. Use the dots on the approach as a guide for moving left or right on the approach.

WARM UP

Exercises used to prepare the body for the physical activity of bowling.

STRETCHES

Exercises used to prepare the body for the physical activity of bowling.

LANE COURTESY

When two bowlers step on the approach at the same time players should allow the bowler on the right to bowl first. Purposely being watchful of the lanes around you and allowing others to bowl at the proper time ensures a safe environment for everyone playing.

STEP-SWING-ROLL

Key words to describe the bowler's motions for going from start-to-finish on the approach. Bowlers begin with a step, then swing the ball while they walk, then roll it onto the lane.

HAND IN THE BALL

How bowlers grip the ball. Typically inserting the two middle fingers and the thumb into the holes.

SWING-OUT, DOWN, BACK, THROUGH

Cadence of the bowlers swing and definition of the directions the ball travels throughout the path of a delivery.

SAFETY


The most important item to consider when bowling. Safety includes proper use of bowling balls, shoes, and lanes. Any questions about safety should be taken to the front desk.

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Week 2 - Review

- Four-Step Approach
- Alignment
- Footwork
- Align your Feet
- Posture
- Arm Swing
- Push Direction
- Finish Position
- Balance & Follow-Through



1 2 WEEK 2 BOWLER GUIDE

FOUR-STEP APPROACH

The four-step approach involves the synchronization of the bowling ball and footwork of a bowler's approach. This is the most common approach used to consistently deliver the ball. The ball is pushed "out - down - back - through" starting with the bowler's first step of the approach.

1 SETUP
A good, balanced swing is important to developing a consistent shot.
a. Ball held waist-high
b. Place fingers in the ball first, followed by the thumb
c. Opposite hand supports the weight of the ball
d. Ball-side foot slightly behind the non-ball-side foot
e. Knees bent, upper body slightly forward

2 FIRST STEP
The ball and ball-side foot move together

3 SECOND STEP
Ball near leg

4 THIRD STEP
Ball at top of the backswing

5 FOURTH STEP
Stepside - Ball near ankle
Bend the knees a bit more and place the ball closer to the ankle instead of on the knee.

6 FOLLOW THRU
Follow through toward target

POSTURE


1 When making your delivery, keep your upper body still.

2 Use your arms and legs to get you to the foul line.

PUSH DIRECTION

The initial direction of the bowling ball into the bowler's swing. This should be toward the bowlers' target path or key pin.


Keep your head still and hand steady throughout the swing and follow through toward your target.



LEARN THE SPORT

Week 3 - Review

- Plastic Bowling Ball
- Resin Bowling Ball
- Pins
- Pin Number
- Pockets
- Spares
- Split
- Targeting
- Arrows
- Range Finders
- Key Pin
- 3-6-9 Spare System




1 2 3 WEEK 3 **BOWLER GUIDE**

BOWLING BALL TYPES

PLASTIC
A plastic bowling ball is what beginners typically start with and it has a very hard outer surface it's go straight which makes it ideal for picking up spares. Of the bowling balls, available it delivers the lowest amount of friction between the ball and the lane.

RESIN
A resin bowling ball is designed to hook and create more angle into the pins for more hitting power. They're used by high level players to skid in oil and create the highest amount of friction on the dry part of the lane.

PINS
They range in weight from 3 pounds 6 ounces to 3 pounds 10 ounces and are 15 inches tall.



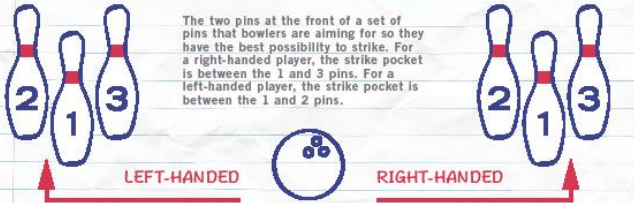
PIN NUMBERS
Pins are numbered front-to-back and left-to-right from 1 through 10.

KEYWORDS

Spares - When a bowler knocks all of the pins off the lane in two deliveries.

Splits - Any pin combination that doesn't include the head pin and has at least two or more non adjacent groups of pins. Examples include the 2-10, 4-6, 3-10, and 6-7-10.

POCKETS




The two pins at the front of a set of pins that bowlers are aiming for so they have the best possibility to strike. For a right-handed player, the strike pocket is between the 1 and 3 pins. For a left-handed player, the strike pocket is between the 1 and 2 pins.

GETTING YOUR OWN BOWLING EQUIPMENT

Having your own ball will make bowling easier, as the ball will be fitted and drilled specifically for your hand.

When you are ready to purchase your own bowling ball, visit your local pro shop or visit IBPSIA.com to find a certified technician in your area. They have the training to help you choose the right ball, (including type and weight) and give you a custom fit along with any fine-tuning that will be necessary. Pro shop personnel will be able to answer your questions and help you improve your game with individual lessons.

Don't forget you will need a pair of bowling shoes and a bag to carry your ball, so you always have everything you need when you go bowling.




USA YOUTH SPORTS **BOWLING**
LEARN THE SPORT



Week 4 - Review

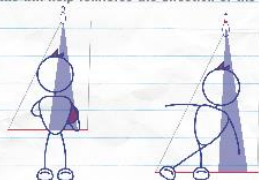
- Visual Alignment
- Pins-Targets-Alignment on approach
- Strikes
- Practice Drills
- Keeping Score



1 2 3 4 WEEK 4 **BOWLER GUIDE**

VISUAL ALIGNMENT

Draw an imaginary line from the pin back to the target while you are in your stance. This will help reinforce the direction of the swing.



KEYWORDS

Strike - Knocking all 10 pins down on the first delivery.

Spare - When a bowler knocks all of the pins off the deck in two deliveries.

Open - When a bowler has neither a spare or strike.

Double - A frame without a strike or spare, and where one or more pins are left standing after two deliveries?

Triple - When a bowler gets three consecutive strikes.

Split - Any pin combination that doesn't include the head pin and has at least one or more non adjacent groups of pins. Examples include the 2-10, 4-6, 3-10, and the 7-10.

10th Frame - When you get a strike on your first roll in the 10th frame, you get two more rolls. If you make a spare after your second roll in the 10th frame, you get one more roll.

KEEPING SCORE

A game of bowling consists of 10 frames. The first nine frames have one or two attempts to knock down all 10 pins. A strike (marked with an X) is when you knock down all 10 pins on the first delivery, a spare (marked with the first balls pinfall and a /) is knocking down all 10 pins with two deliveries. A miss (marked with -) is when you leave any pin standing after the second roll.

It's possible to throw three balls in the 10th frame because there is an extra ball if you throw a strike or a spare. A strike lets you throw two extra balls, a spare lets you throw one.

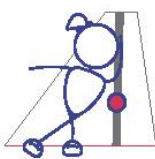
X = 10 pins + the next two balls
/ = 10 pins + the next ball
- = total number of pins knocked down for that frame

frame 1	frame 2	frame 3	frame 4	frame 5	frame 6	frame 7	frame 8	frame 9	frame 10

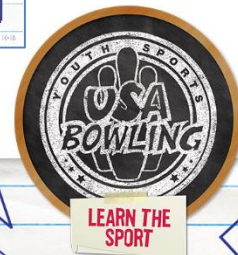
PINS - TARGET ALIGNMENT ON APPROACH

Use the pins as the initial starting point then mentally drawing an imaginary line back to a target (board, dot, or arrow) on the lane and adjusting the footwork to deliver the ball on the intended path.

- 1 Keep your shoulder in line with your target.
- 2 Draw an imaginary line from where you want the ball to hit the pins back through the target.
- 3 Keep your head still and your hand steady throughout the approach.



USA BOWLING LEARN THE SPORT



Week 5Start of New Program

- Conversion is the key to developing bowlers
- Roll over programs
- Spare Time Texas
 - 90 kids sign up
 - 80 kids finish 4 weeks
 - 36 start into 8 week Kids Club (\$9.99 / Ball)

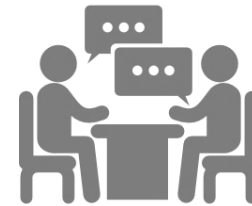


FREE LESSONS



Pre-Event

- Start Day & Time
- Consider Audience
- Empower your Staff
- Utilize POS Material
- Potential Customers
- Registration Success



Week 5 Success

- Rollover Program

- Week 1: Call No Shows



- Week 2: Reinforce Lessons



- Week 3: Introduce New Program



- Week 4: Go Lane-to-Lane



- Thank You for Participating





***YOU CAN Develop The Next
Generation of Bowlers!***

