

The Ten Laws of Tennis Success Series

Case Studies

What follows is the first in a series of interviews; 'Case Studies', if you will, about how the Ten Laws of Tennis Success has positively impacted the players you are about to meet.

How did this come about? Well, initially these people were part of a larger group of my students that had sent in unsolicited testimonials about The Ten Laws of Tennis Success. I hadn't even asked these people to email me; they just *did*. The response was overwhelming; there were so many emails pouring in that I thought "Wow, how cool is this?"

But what I really wanted was specifics; in other words, how *exactly* did the Ten Laws help these players' games *specifically*? I knew these people were just like me and had a busy life with work, a spouse, kids, school, etc. So I didn't want to waste their time by saying, "Oh, pretty please, would you help me out here by interrupting your life to tell me more specifically how my course has helped your game?"

So, I emailed this group of customers and basically bribed them to give me a case study. I told them that I would like to call them and set up a time to record a phone interview with them and transcribe it into a case study, and if they did this that I would give them some freebies; actually, they would get the entire upgraded version of the course for free when it came out.

Well...it didn't take too long for my email inbox to get jammed up with phone numbers. (A LOT of people are getting the free upgrade...) So, I started making the calls...and I was totally shocked and amazed at how kind and forthcoming all these people were in telling me their stories. I heard some of the most incredible things. Personal stories

of triumph and defeat; loss and redemption; frustration and 'a-ha!' moments of clarity and victory. There were a lot of great stories, but alas, I whittled it down to three that I think typify the experience of the vast majority of the people I spoke to.

I hope you enjoy reading these case studies, and come away from it knowing that for the frustrated tennis player there is hope; hope that you *can* change your game for the better, much like the people you are about to meet; hope that you *can* learn to enjoy your time on the court more and earn the confidence you seek; hope that you *can* get the most out of this game that we all love so much.

To You Massive Tennis Success,

Coach Kyril

Case Study #1: Jon the Junior

Here is the original *unsolicited* testimonial sent in by Jon:

Hi Coach Kyril,

My name is Jon. I got your course in June and I wanted to give you an update on how things are going. To say my game has changed for the better would be a huge understatement. Without going on too long, I am a junior player and I 'thought' I was pretty good. My dad got me your course because he saw some things I needed work on, but I really didn't think I needed any help at all. Anyway, now I 'get it' about paying attention to the little things, and I jumped up 22 spots in my section ranking to 12th from 34. No way could I have done it without paying attention to the 8th Law – it's made all the difference for me. Thanks again for what you've taught me.

Jon

Note: USTA Rules, Section XII C. (5), prohibits the use of names or initials by amateurs in the endorsement of any product, or a player risks losing their amateur status. So we'll just call him 'Jon'; yes, he IS a real person, but this IS NOT his real name, so we can keep everyone happy. ☺

Here is the transcript of my phone call with 'Jon':

CK: Hey Jon, Coach Kyril here. How's it going?

J: Good, really good. I was just telling my dad that I was waiting for your call.

CK: Good to hear. Glad you were able to make the time for it, I really do appreciate it.

J: Oh, yeah, no problem.

CK: Okay, well let's kick things off here, shall we?

J: Sounds good.

CK: Okay now, how old are you, Jon?

J: Just turned 16.

CK: Okay, so you first got the course in June, right?

J: Yeah.

CK: How did that come about?

J: Well, my dad saw your stuff online; actually, I think he saw some of your videos on youtube, and then he saw your course and ordered it and he didn't even tell me about it until after he did it.

CK: So your dad got it for you?

J: Yeah; well, I didn't even know he was getting it, and when he told me he got it I was kinda upset with him a little, 'cause he'd been harping on me about a few things and he was like "Well, fine, don't believe me. I'm not the only one who would tell you this stuff, ya know." So he ordered it and was like, "Okay, here's this stuff, go online and look at it and see whether or not he's sayin' the same thing I am."

CK: Whoah, okay let's back up here a sec. So, you said your dad was 'harping on you'. I assume he was harping on you about your game?

J: Yeah, pretty much.

CK: Okay, so you're a junior tournament player and I'm guessing your dad has spent some money on your development prior to him ordering the course, am I right?

J: Yeah, well I've been taking lessons since I was a little kid, and I've been playing in tournaments for like four years.

CK: Okay, good, I just wanna make sure I'm getting the big picture here. Okay, so back to your game. What was your dad harping on you about?

J: Well, he was always like telling me different stuff, like that I wasn't moving, or I was being lazy, and all this stuff; like I was relying on my forehand too much...or running around my backhand too much...stuff like that.

CK: Gotcha. So what else was he saying?

J: Just like, all kinds of stuff, like I had a bad attitude and that I should learn to listen more.

CK: Right, right...okay, so why don't ya do this...tell me why you're playing junior tennis competitively...is it for you, or for your dad, or...

J: Oh, no...I do it because I like to play, I mean I'm playing because I definitely want to be out there, ya know, the competition, because I'm very competitive, and it's like I know I can beat a lot of these guys, so it's kinda fun that way, ya know, to see if you can do it, ya know? Tennis just happens to be the game I like the most and that I'm the best at, so it kinda just went from there.

CK: So your dad isn't like one of these psycho 'Tennis Parents' or anything like that?

J: Oh no, I mean...no way. I mean, he like, would always be like "Make sure you're doing this because it's what you wanna do, not because you think we want you too.", so he's been like totally not in my face about it or anything.

CK: Yeah, well you see these parents at districts and sections and nationals and it's like...

J: Oh yeah, I know, it's like...crazy. I mean I remember when I was in the 14's (age group) at a tournament and this kid lost and his DAD

broke his racket on this fence that like separated this walkway between the courts and I was just like, jeez...and the kid is crying and his dad was just like nuts...

CK: Yup – seen it way too many times. That's just sad, too. I'm glad to hear that you and your dad don't have that problem.

J: Yeah, for sure.

CK: Okay, so let's get back to the whole reason for this phone call, shall we?

J: Yeah.

CK: Okay, so you're playing tournaments, doing your thing, your dad sees some stuff about your game that he thinks you should work on, and you say...

J: Yeah, well basically, it's like "Hey, I'm the one out here doin' this stuff, not you", ya know? So it's hard sometimes for me to just say "Okay, well I'll just chuck everything I've ever learned and do it your way now."

CK: And this is a conversation you're having with your dad...

J: Well, in my head, yeah. I would just get frustrated, ya know?

CK: Yeah, believe me, I know...okay, so he gets you the course, and...

J: Yeah, so like he downloaded it or whatever and said "Just check it out and see if there's anything in there that you've ever heard me tell you before.", so I'm like 'whatever, okay' so I go and check it out and-

CK: What did you look at first?

J: Umm, the first one was the Focus thing-

CK: Focus and Win...

J: Yeah, and that was actually like the first time I read some of that stuff, ya know, like the whole thing about the mental thing.

CK: And?

J: Well, for me it's like...kinda like...not the kinda stuff that I normally would read, so it like took me a little time to get through it, so I would like read it for a little bit, and then look at some of the other stuff.

CK: What other stuff?

J: The stuff about the Ten Laws and being in position, that whole course.

CK: What was your initial impression of that?

J: (Chuckling) That's kinda funny that you bring that up, 'cause I was like, 'What, are you kidding me?' It's like 'No way is this gonna make me any better.' I was just like...not really too impressed.

CK: (Laughing) Okay, so what happened from there?

J: Well...okay, so like my dad is like 'Did you read it?' and I was like, 'Yeah, a little...but I don't see how that's gonna change anything.', and he was like 'Just read all the stuff and we'll go through it.' And I was like 'whatever dude, alright, I'll read it all.'

CK: So you finally went through all the material?

J: Well yeah, and it was like, okay, so I was reading the Focus deal and I read the introduction and I was like, 'yeah, that's me'.

CK: Whattya mean?

J: Well, it's like yeah, I've done that stuff, you know, throwing the racket and stuff like that and...ya know, it's not like I'm proud of it, but I was like, 'yeah, this guy sorta knows what it's like.'

CK: Yup.

J: So anyway, I was reading it and I kinda knew all this stuff in my head, so it was like, 'okay, whatever' and then I was - well, I kept reading and I got to chapter 4, and I was like, yeah, okay, this guy has 'been there', ya know and knows what it's like.

CK: Yeah, well, experience is a good teacher.

J: So, I keep reading – and by the way, that was a pretty cool description of your...time playing tennis or whatever, and I was reading it and I was like, cheering you on, ya know, hoping that you were gonna make it in the pros or whatever but...yeah, anyway that was pretty cool, I'm glad you put that in there. So anyways, I hit chapter 5 and I was like, whoah, okay, yeah, this dude is like totally right about this, ya know?

CK: What part?

J: About like the whole 'conversation with the enemy' thing in your head, ya know, 'cause it's like, yup - that's me. So then I was like, okay, I gotta keep reading this, ya know, 'cause he's able to describe this whole like frustrating battle thing that's going on inside your head, ya know, so I'm like, 'okay, since he totally knows what's going on, maybe he's got a way to fix it, ya know?

CK: Fix what?

J: Okay, ya know like the whole thing where you've got like two voices in your head talking to you at the same time?

CK: All too well.

J: Okay, yeah, so I was like – I knew it was going on, but I never really like thought of it as a problem before, so I was never really like looking for a way to fix it.

CK: So what happened next?

J: Well, after I read that whole thing I like went back to the other stuff, the Ten Laws and all that, and I was like 'Okay, so I still don't think this Ten Laws stuff is like some big break-through or anything, but I'll

go back through it and see if I can like pick something outta there that would help me out.

CK: Well, let me ask you this - what made you go back to reading the Ten Laws material, when before you said you didn't think it would help?

J: (Chuckling) Yeah, that's a good question. I think it was because of the Focus thing; ya know, 'cause I was like 'Okay, this dude is like totally describing what's going on in my head, he's played tennis competitively before, so he knows the game' - and - oh yeah, I looked at some of the youtube videos that my dad had looked at before, and so I was like, 'Yeah, dude can play.' So after that I was like 'Okay, there's gotta be like *something* in that Ten Laws thing that's like worth it, 'cause why would he make it if it didn't work, ya know?'

CK: Find anything useful?

J: Yeah, well okay, so let me tell you what we did –

CK: *We?*

J: Well yeah, me and my dad. Okay, so like I go through and do the ***** (sorry folks, proprietary Focus and Win technique) and we said, 'Okay, so this is my ranking, and –

CK: What *was* your ranking again?

J: I was 34th in my section.

CK: Did you have a national ranking yet?

J: No, because you have to like play in at least one national tournament, and I never would've gotten enough ranking points anyway.

CK: Sorry 'bout that. Go on...

J: Yeah, okay, so my dad's like 'Let's do this stuff first, and once you get a handle on exactly what your goals are, then we'll work on the other stuff'-

CK: The Ten Laws stuff...

J: Yeah, so we did exactly what you said to do in the Focus book, then, then we started on the Ten Laws stuff. So this is pretty funny, right, 'cause at this point I *still* didn't think that there was much in there that was gonna, like, help my game, but then when I watched one of your videos and you asked 'Why do tennis players retire?', and – I was watching it with my dad – and you said to go ahead and think about why, and so my dad had me list like all the reasons why I thought tennis players retire on a piece of paper.

CK: He made you write it down?

J: Yeah, I know! I was like, 'Okay, whatever.' So I start writing down all these reasons why, ya know, like age, and their body breaks down, and all this stuff.

CK: Right.

J: So then after I wrote down all these reasons, my dad – oh yeah, he had paused the video after you asked the question – and then he hit 'play' on the video and when I heard your answer, I realized that all of my answers were just reasons that pointed to your answer, which of course made total sense after that.

CK: How so?

J: Well, it was like totally obvious after you said it, but I never would've thought of it first, ya know?

CK: For those people who are going to be reading the transcript of this phone call, Jon, what was my answer to the question of why tennis players retire?

J: Yeah, okay, well...basically, if you're not in position to hit the ball, then you have no chance of winning the point, so tennis players end up retiring when they can't get into position to hit the ball.

CK: That's exactly right. If a player can't move into position to hit the ball, it's game over.

J: Yeah, and it sounds so simple...but when you think back to how many times in a match that you're caught off guard...it's like, man, those points add up real quick!

CK: Okay, so the cat's out of the bag on that one. What else can you tell me – specifically – about how the course helped you; I mean, what are you doing differently now than you were before?

J: Well, obviously my footwork has gotten better. I never really paid attention to it before; I mean I'm in pretty good shape, so it wasn't my top priority at first. But now it is so much better, and if I'm out of position on a shot now, it's just because the other kid just hit too good of a shot for me to get back, ya know? And since I'm doing the right things, I don't beat myself up over it anymore. The kid just hit a better shot, ya know? That's it. Move on.

CK: Wow, that doesn't sound like the Jon I first started interviewing.

J: Well, that was the 'old' me, ya know.

CK: Anything else you'd say you learned – or better yet, applied to your game?

J: Oh yeah – for sure. I am way more focused on the tennis court now, whereas before I was gettin' bothered by like every little thing. But the cool thing is, even though I wasn't really into the whole 'mental' thing, I realized that by breaking everything down into like little steps, that I had to focus on each step before doing the next one. That was a big deal for me, because I sorta like figured out that when I really buckle down and concentrate, it's almost like time stands still, and I'm not worrying about what the score is or anything, just each shot as it comes.

CK: That's huge. In fact, I don't even know if you realize how big a deal that is. What you just said eludes most players. You should be proud of yourself, really.

J: Well really - I mean my like my whole attitude's changed about it, 'cause like there's sometimes points that I'm playing and I'm focusing so hard on each shot, that the points just seem to blend into each other, and then I stop for a second and realize that I just won the game, and it's like, jeez! That was quick!

CK: Seems like you changed your focus a bit.

J: Oh yeah, definitely. And ya know, I'm not perfect; nobody is. But now it's almost like I can just snap back into it if I'm having a bad day or whatever, and still be proud of the way I played.

CK: I'm really happy to hear that. Anything else that you can think of?

J: Well, I guess other than the focus on the ball thing, and the mental side, I would say that going through the laws and actually doing the exercises – (chuckling) even though I thought it was stupid at first - sorta made me realize, like, ya know, 'Here's all this stuff, and half of it my dad was telling me, but now that I'm doing it it's working'. 'Cause I'm like pretty stubborn, and it's almost embarrassing to admit that I just did these little things, ya know, and kept making myself do them. And then it just went from there.

CK: Okay, so let's get down to brass tacks here: I talk to my clients and customers all the time about *results*. If you're not getting results, then everything you're doing is a waste of time. Tell me a little about your results, and I mean that literally, like tell me about how your ranking changed so dramatically.

J: Okay...well, here's the thing...I didn't really have like this whole thing like 'I wanna beat so-and-so', or whatever. I just wanted my ranking to get better, like maybe get to nationals, ya know?

CK: Okay.

J: So I'm like, well, I worked on all this stuff with my dad, and then we both talked to my coach about what we wanted to improve in my game; the movement and concentration and everything else, and my dad didn't say anything about your course, right, so he just starts asking my coach like 'What do think about this or that', and my coach would always be like, 'Yeah, he needs to work on that.' So we were both like, okay, my coach is agreeing with your stuff, so let's do it. So my dad basically told my coach what we both agreed that I needed to work on and stuff, and then we did, for like a week. So then I had a tournament coming up, and believe me, I had worked so hard and I was like 'Ya know, I'm practicing all this stuff, but what if it all goes out the window during an actual match, ya know?' So the tournament was the ***** (redacted, sorry folks...), and I wasn't seeded, so I was like, 'Great, wonder who I'm gonna draw...' and I ended up drawing the number 4 seed, and I'm like –

CK: How many kids in the tournament?

J: It was a 32-man draw, but I think that there were only like 28 actual players, so there were a couple byes in there.

CK: Okay.

J: So anyways, I'm like 'Great, wonder how this is gonna go...' So my dad looks at the draw sheet and is like 'Well, just give it a go and see what happens. Just do what you've been doing all week. You'll be fine.' So I'm like 'Okay, here we go.' So I go out and warm up with the other kid, my opponent, and did the whole warm-up analysis like you said, and saw a couple areas where I was like, 'Hey, let's see what happens here.' So we spun the racket, I served out the first game at love, and beat him like 3 & 2.

CK: Whoah! Alright, so tell me a little about that match. Obviously your opponent was supposed to be 'better' than you. What do you think the difference was that got you the win?

J: Oh, totally – the focus. Getting those little things to become second-nature that week made all the difference. And what was funny was that like I was telling you before, I was just like totally

focusing on the ball, and each shot, and it was just like - BAM! – I look up and the first set's over, just like that.

CK: How did you *feel* at that moment – you know, you were like, 'Hey, I just took the first set from 4th seed!

J: Yeah, that's even weirder, because I didn't really feel anything. I was just like, '*jeez, that was quick!*'

CK: How do you think the 'old' you would've felt?

J: Before, yeah, I woulda been freakin' out. Nervous, ya know?

CK: How do you explain the difference? Why weren't you freaked out this time?

J: I honestly don't know. Maybe because I worked on that stuff all week, and so I was like 'Well, I deserve to get something outta this, 'cause I've been bustin' my butt, ya know?

CK: Well, you earned it.

J: Yeah, maybe.

CK: No maybe about it. You had every right to be confident – and not 'freaking out' – because you did the required work. You earned the right to have that confidence.

J: Yeah, and the other kid was NOT happy when the match was over. I actually felt bad for him, because he got beat straight up and I don't really think he had a clue why he lost. I swear, it was like looking at myself the way I was three months ago when I looked at him walking off the court. Frustrated.

CK: Well, obviously you didn't feel bad enough about it to let him win...

J: Well, yeah. I mean, I don't feel bad about wanting to win anymore. I mean, for cryin' out loud, ya know, someone's gotta win.

CK: Good for you.

J: Yeah, thanks.

CK: Okay, so what did that win do for your ranking?

J: Well, I'm not sure whether that one win by itself did anything, but I made the semis in the next three tournaments. Even though the rankings aren't officially out yet, the only people I've lost to this summer are in the top 12, and nobody below 12 has beaten me, so at this very moment I can't be ranked any less than 12th, so...

CK: Wow. That's a big leap, 22 spots...

J: Yeah, I wanna go to nationals sooooo bad this year...even if it's just the claycourts or whatever...I don't care, just making to a national tournament would be so cool, like 'Hey, I've gotten pretty good at this, ya know?'

CK: Yeah, I know. It would be a good validation of all the hard work you seem to have done.

J: Yeah, I know. I mean, like I said, I really am playing for myself; but it would also be like so cool for my dad, 'cause he's supported me for so long in my tennis.

CK: Yeah, I think you've got a proud pop who wants the best for you.

J: Yeah – he's like your biggest fan now.

CK: That's very kind of you. Just make sure ya don't put too much pressure on yourself. Ya gotta remember, the journey is the reward.

J: Yeah.

CK: Any parting advice for anyone reading this?

J: Ummm...I would just say that, ya know, you gotta know what it is you're expecting from yourself on the court, and then you gotta find a way to do it...like, for me, the biggest thing was that I had to change

my mind about a lot of stuff before I was gonna change anything I was doing on the court, so like, yeah, I think that was the biggest thing. Then you can actually do the stuff you're supposed to on the court.

CK: Sorta like 'getting out of your own way?'

J: Yeah, I would say that's like totally it.

CK: Well Jon, I don't wanna take up too much of your time. You seem like you're well on your way, and thanks a lot for talking to me, I really do appreciate it.

J: Yeah, no problem, thank you.

CK: Keep in touch bud, and say 'hi' to your dad for me.

J: I will.

EOT

<http://www.coachkyriltennis.com>