



Bowl Better In 4 Weeks

Proprietor's Guide





Proprietor's Guide

Welcome to the new
Bowling 2.0 "Bowl Better
in 4 Weeks!" program



Introduction

As a partnership between the Bowling Proprietors' Association of America (BPAA), United States Bowling Congress (USBC) and Strike Ten Entertainment, this new learn-to-bowl program will help generate new customers and future league bowlers for your center. The main objective of this program is to introduce new people to the great sport of bowling or reactivate bowlers who have not bowled in several years.

If you have been a proprietor for any length of time, you know the learn-to-bowl program itself is not new. For many years, proprietors have used the concept to introduce, teach and convert potential customers into new bowlers, and many of the new bowlers would transition to league bowling. This proven methodology of building new league bowlers has been standardized and updated for use with today's new prospects. Now, every bowling center has the tools necessary to generate new bowlers!

Format

Bowling truly is America's great pastime. According to Simmons Research, more than 70 million Americans bowl each year, making it the largest participatory sport in the United States. More people bowl in the U.S. each year than play golf, baseball, basketball or soccer. With this program and your help, we can give new bowlers the skills they need to make bowling a lifelong sport and increase their participation.

Bowling 2.0 is structured to take place once a week for four weeks, with each weekly session taking 1½ hours. The first 30 minutes of the session are designed to be in a classroom setting with a video lesson. The final hour is designed take place on the lanes, allowing students to put into practice what they have learned.

An example of a schedule for a Bowling 2.0 program:

WEEK	DATE	TIME	LANES	LESSON
1	February 4	6:30 p.m. - 8 p.m.	1 - 8	Lane Surface Lane Courtesy The Approach The Lane Lane Markings Shoes Bowling Balls Four-step Approach
2	February 11	6:30 p.m. - 8 p.m.	1 - 8	Pins Cool Down Posture Aligning Your Feet Armswing Targeting
3	February 18	6:30 p.m. - 8 p.m.	1 - 8	Wrist Position The Moved Balance Arm Practive Drills 3-6-9 Spare System Key Pin Key Pin Exception – Baby Split Visual Alignment Splits
4	February 25	6:30 p.m. - 8 p.m.	1 - 8	What is a game of bowling? Strikes Bowling Terminology Finish Position Lane Conditioner Quick Adjustments Getting Your Own Bowling Equipment Putting it All Together
5*	March 4	6:30 p.m. - 8 p.m.	1 - 8	

* While Bowling 2.0 is a four-week program, it is important from the beginning to think about Week Five and what rollover program you will offer these new bowlers.

Understand not everyone will participate in your rollover program, but think positive and be prepared for those who will be part of your new program on Week Five!

TEACHING PEOPLE
HOW TO BOWL IN
FOUR WEEKS IS GOOD;
MOVING THEM INTO
A NEW PROGRAM ON
WEEK FIVE IS GREAT! IN
ORDER TO GENERATE
NEW LEAGUE BOWLERS,
YOU NEED TO GO FROM
GOOD TO GREAT!















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Bowling 2.0 Kit & Promotional Items

A special Bowling 2.0 kit has been assembled with everything you need to get your first session up and running. Your startup kit is meant to be a one-time purchase to help you begin to develop new bowlers. All of the elements in your kit, with the exception of the DVD, are available to BPAA members to download at no cost. Additional marketing materials also are available for digital use.

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 Flyer	1
	8.5" x 11" Color Flyer	1
	Week One Student Handout	50
	Week Two Student Handout	50
	Week Three Student Handout	50
	Week Four Student Handout	50
	5" x 7" Table Tent	1
	8.5" x 3.5" Flyer	1
	22" x 28" Poster	1
	3' x 6' Banner	1
BONUS ITEMS available online		
	Email Template	
	Website Ad	
	30-second Promotional Spot	

Your Bowling 2.0 kit will have enough student handouts for your first 50 students. After that, you can print the handouts on your own. Each of the elements in the kit will be available for electronic download at www.BPAA.com/mybpaa. Some of the promotional materials are meant to be customized to include your center information and specifics on the class you are starting, while other promotional materials such as the poster and banner are generic so they can be used to promote the program moving forward.

ADDITIONAL BOWLING 2.0 DVDs WILL BE AVAILABLE FOR PURCHASE THROUGH BPAA AT 800.343.1329.



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Cost

It is recommended Bowling 2.0 be offered as a free program. The four-week program is designed to be an investment in generating new bowlers, including league bowlers, for your center. While there certainly is a cost associated for you as a proprietor to facilitate the program, think of it as a marketing cost. Your revenue stream starts on Week Five with your rollover program.

The promotional material developed for this program has not been branded as a free program. All of the marketing support materials focus on the benefits of the program and not the cost. If your business model or philosophy calls for this to be a paid program, you can utilize this program and decide on the appropriate amount to charge.

Coaching

The Bowling 2.0 kit includes a Coach's Guide that has everything needed to conduct a successful program. While the coaching skills of the person leading the program are important, remember your audience is new or lapsed bowlers. At this point in their learning, it is more about the overall experience. Having fun and learning the basics is top priority. Remember, the person leading the program is as much a part of your sales and marketing team as they are a coach at this point.

The person who conducts the four-week session in the classroom and on the lanes is critical to the success of the program. It is recommended the coach conducting the program be, at minimum, a USBC Level I certified coach. As a proprietor, if you are going to be the coach, it is recommended you review the Coach's Guide in its entirety.



Proprietor's Guide

WEEK ONE - LESSON PLAN

1

Getting Started

COACHING
SUPPLEMENT



The main focus in Week One is to introduce students to the basics of bowling and to put them at ease. This should be done by discussing the rules of the game and explaining proper bowling etiquette and safety. Before you play the DVD, welcome everyone and give them a quick overview of the four-week program.

A SAMPLE SCRIPT:

Welcome everyone! Bowling 2.0 is going to help you understand the sport (game) of bowling so you will enjoy your time on the lanes learning America's most popular participatory sport. It runs one day each week for four weeks and each lesson lasts an hour and a half. We will spend the first 20 to 30 minutes each week in the classroom and the remaining hour on the lanes putting into practice what you have just learned. We also have a take-home reference guide each week for you.

- Start the DVD. The coach(es) should stay in the room during the video lesson.
- Once the lesson has been completed, review, discuss, and demonstrate what was in the video and hand out the reference guide.
- Take the students to the lanes and let them put into place what they learned.
- Provide one-on-one coaching and feedback – Tell, Show, Let Try, Praise and Redirect.
- It is recommended you do not keep score during Week One.

Video

DVD CONTENT



RENTAL SHOES

Why you need bowling shoes.

APPROACH, LANE AND MARKINGS

Learn about the playing field.

LANE SURFACE

Different types of lane surfaces.

BOWLING BALLS

What are the weights of house bowling balls? How to find the correct ball weight and fit? (10% of body weight, proper hole size). How to choose the right ball for you, how to put your hand in the ball, and grip information.

Safety – Pick up the ball using both hands.

BOWLING BALL GRIPS

Beginning bowlers start with a span known as a conventional grip. This means the fingers (middle and ring fingers) are inserted to the second joint and the thumb is fully inserted into the bowling ball. The span must fit the individual's hand size.

BOWLING BALL TYPES

Bowling balls come in different weights and coverstocks (the shell of the ball). A polyester or plastic ball will have less traction and go straighter, while a resin bowling ball will have more traction and can hook (curve) when using the correct hand position at the release.

WARM UP

Dynamic stretching, the proper way to warm up prior to bowling.

STARTING POSITION

How a bowler finds the proper distance to start their approach.

FOUR-STEP APPROACH

Stance (include hand position), ball and step position, opposite arm, release (include hand position), finish position including follow-through (right-handed and left-handed).

TIP: Don't worry if in Week One you don't spend a lot of time actually bowling. Helping students find a ball that fits and walking through the starting position and four-step approach, without the ball, is critical. Don't worry about keeping score in Week One.



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WEEK TWO - LESSON PLAN

1 2

Consistency & Targeting

COACHING
SUPPLEMENT



Video

DVD CONTENT



The first activity each week after Week One should be a short review of what was learned the previous week. Begin by going over topics that were covered and ask the group various questions about what they learned.

POSTURE

Posture throughout approach, keeping body still, using only arms and legs.

ALIGNING YOUR FEET

Use the locator dots at the back of the approach and the foul line to check direction of the approach.

ARMSWING

Push direction is straight out in front toward target. Keep swing next to body, head still and hand steady; let the ball swing your arm from the shoulder, keeping the arm relaxed.

THE PINS

Knowing the numbers of the pins will help you learn how to make spares.

TARGETING

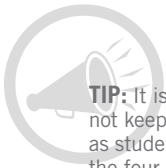
Keep your eyes on your target while keeping hand steady throughout the swing and release. Follow through towards your target until your elbow is over your shoulder.

COOL DOWN

Static stretches are used once you have finished bowling to reduce overall muscle soreness.

OVERVIEW

Quick overview of Week Two using the reference guide.



TIP: It is recommended you not keep score in Week Two as students are still mastering the four-step approach. You do not want them focused on score yet.



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WEEK THREE - LESSON PLAN

1 2 3

Spares

COACHING
SUPPLEMENT



Video

DVD CONTENT



Before you play the DVD, welcome everyone back.
Ask if there are any questions and review what was taught in Week Two.

3-6-9 SYSTEM

Understanding the boards and how they are used in the system.

KEY PIN

For multi-pin spares, hit the key pin or the pin closest to you in a cluster (2 pin in a 2-4-5). Key Pins reside in seven zones; this means there are only seven moves to make for any given spare.

THE MOVES

Once the starting position has been found, adjustments can be made to shoot at the spares. The feet will move in three-board increments to the left for spares on the right side of the lane and three-board increments to the right for spares on the left side of the lane.

EXCEPTION

Baby Split – For the 2-7 split, aim for the missing 4 pin; for the 3-10 split, aim for the missing 6 pin.

SPLITS

To pick up a split, the object is to slide one of the pins across the lane into the other pin or pins left standing.

VISUAL ALIGNMENT

Draw an imaginary line back from the pin to the target while in your stance.

WRIST POSITION

When converting a spare, use a relaxed wrist position to create a weaker roll so the ball will go straighter.

BALANCE ARM

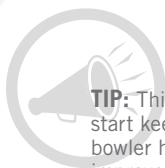
The opposite arm is used during the approach to help maintain balance.

PRACTICE DRILLS

There are drills you can do at home to help you improve your physical game. First, make sure you have plenty of room around you and remove any items that may get damaged. If you do not own a bowling ball, you may use a small light weight instead (5 pounds maximum).

OVERVIEW

Quick overview of Week Three using the reference guide.



TIP: This is a great week to start keeping score so each bowler has a target score to improve during Week Four.



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WEEK FOUR - LESSON PLAN

1 2 3 4

Understanding The Lane & League Bowling

COACHING
SUPPLEMENT



Video

DVD CONTENT



Before you play the DVD, welcome everyone back. Ask if there are any questions and review what was taught in Week Three.

WHAT IS A GAME OF BOWLING?

The first nine frames consist of two rolls in each frame unless you throw a strike – knocking down all 10 pins on your first roll. In this case, you only get one roll. In the 10th frame, you get a bonus roll if you record a spare or strike.

BOWLING TERMINOLOGY

Explanation of scoring terminology.

QUICK ADJUSTMENTS

Strikes – If you are hitting your target and the ball misses the headpin to the right, move your feet slightly to the right; if you are hitting your target and the ball misses the headpin to the left, move your feet to the left.

FINISH POSITION AND OPPOSITE ARM

During the last step, the foot of the trail leg rolls as the trail leg moves behind the body. The opposite arm is out to the side for balance and helps to keep the shoulders from over-rotating. The bowler's follow-through finishes with the elbow above the bowler's head.

STRIKES

What pins the ball should hit to create the perfect strike.

BOWLING EQUIPMENT

Explain how a bowling ball drilled to fit their hand will be beneficial to helping them improve.

PUTTING IT ALL TOGETHER

A step-by-step explanation of the four-step delivery in slow motion.

IBC CAMPUS

A short video clip showing the International Bowling Campus.

OVERVIEW

Quick overview of Week Four using the reference guide.

CONCLUSION

Thank you for participating in Bowling 2.0!

5 WEEK FIVE

This is the week you start your rollover program. The success of this effort will happen during Week Four, when you go lane to lane and give everyone a promotional piece about your new program. If your coach conducting the program is not strong in sales and marketing, then Week Four is when you need someone to join the coach on the lanes. Your representatives should go lane to lane to thank everyone for taking part in the program and have the new bowlers sign up for your rollover program.

You decide the type of rollover program to offer the bowlers. However, it should have a fee attached to it and be short in duration. Now is when you can start to generate revenue from your four-week investment. There are many types of programs to offer but the "8 for 8" program is gaining popularity and national recognition in today's marketplace. The program is eight weeks in length, costs \$8 per week and typically has a ball as a premium item given to the bowler at the conclusion of the eight weeks. It is a normal transition to the life cycle of a bowler in today's marketplace. These new customers are not yet ready to be mixed with traditional league bowlers for a longer season.



TIP: It is important to have a flyer or promotional piece ready to hand out at the conclusion of this lesson, inviting them back next week at the same day and time for a short rollover program. The type of rollover program will be different for each center. You have created the habit of bowling with your students. Now your job is to get them back for Week Five.



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WEEKLY COACHING TIPS

Week One Tips



BOWLING SHOES

- The bottoms of shoes are to be kept free of water or powder as this will inhibit the bowler's approach.

BOWLING BALLS

- When bowlers are finding a house ball, have them start with a ball that is 10% of their body weight.
- Fingers go in ball first and then roll the ball onto the thumb.

BOWLING BALL GRIPS

- **Conventional grip:** Fingers are inserted to the second joint.
- **Fingertip grip:** Fingers are inserted to the first joint.

WARM UP

- Have the bowlers use warm-up exercises in the bowlers' area to avoid injury.

4-STEP APPROACH

- The first step (ball-side foot) and ball move together in one smooth motion.
- Follow through at the finish, with the elbow above the shoulder.

COURTESY

- One bowler on the approach at a time.

Week Two Tips



POSTURE

- Tell the bowlers a good start leads to a good finish.
- Have them start with a comfortable stance – knees bent, shoulders slightly forward, ball held about waist high.

ARMSWING

- Should be loose and swing from the shoulder.
- A rounded and smooth motion.

TARGETING – USED FOR STRIKE AND SPARE SHOTS

- There are many different ways to target and it is a personal preference. Have the bowlers pick one that feels comfortable.
- Since the arrows are approximately 15 feet down the lane, they make a good target to start with.
- Have the bowlers keep their eyes on their target.
- Head steady throughout approach.
- Follow through until the elbow is over the shoulder. This will help hit the intended target.

COOL DOWN

- When finished bowling, have the bowlers cool down in the bowlers' area. This will help reduce the risk of injury and soreness.

WEEKLY COACHING TIPS

Week Three Tips



SPARE SHOOTING

- Use the 3-6-9 system for left- and right-side spares.
- Have the bowlers locate the Key Pin (the pin closest to them). For a baby split, the key pin is the missing pin.
- Bowlers count the appropriate amount of boards to line up with the intended spare. Remember, only the feet will move.
- Have the bowlers use visual alignment by drawing a line straight back from the key pin to their ball-side shoulder and remind them to keep their eye on the target.

WRIST POSITION

- Have the bowlers use a collapsed wrist (or flattened out wrist). This will help the ball roll straighter.

BALANCE ARM – THE OPPOSITE ARM OR NON-BALL-SIDE ARM

- Remind bowlers this is for strike and spare shots. As ball is pushed into the swing during the first step, the hand comes off the ball with the arm continuing out to the side to help maintain balance throughout the approach and finish.

DRILLS

- Tell bowlers to practice their bowling approach at home as this will help them create a feel for synchronization of the ball swing and footwork.
- Practice just the first step of the ball-side foot and ball moving at the same time. They can use a mirror to see if they are moving the ball and foot together.

Week Four Tips



A GAME

- Explain that a game consists of 10 frames. In the 10th frame, they can receive extra shots if they roll a strike or a spare.

TERMINOLOGY

- **Strike:** Knocking down all the pins on the first roll.
- **Spare:** Knocking down the remaining pins after the first roll.
- **Open:** When pins are left standing after the second roll.
- **Double:** Two strikes in a row.
- **Triple:** Three strikes in a row.
- **Split:** When there is a gap between the pins without the headpin.

QUICK ADJUSTMENTS

- Bowlers will move their feet on the approach in the direction they miss the headpin.
- Keep their eyes on the same target.

FINISH POSITION

- Keeping their eyes on the intended target will help them with leverage and balance.
- Following through until their elbow is over their shoulder and the ball has rolled over the target.

BALANCE ARM – THE OPPOSITE ARM OR NON-BALL-SIDE ARM

- Remind bowlers this is for strike and spare shots. As the ball is pushed into the swing during the first step, the hand comes off the ball with the arm continuing out to the side to help maintain balance throughout the approach and finish.

EQUIPMENT

- Explain having their own personally-fitted bowling ball will help them become more consistent.
- The pro shop operator is there to help them and to answer questions they may have about their equipment.

WRAP UP

- Since this is the final week, ask if they have any questions about what has been taught in the last four weeks.











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Program Tips



While every center and market is different, here are some steps to success for your program:

-  Track all Bowling 2.0 sign-ups just as you would a league sign-up. Confirm their participation within 24 hours of signing up.
-  When confirming the sign-up, ask if they have a friend that would like to attend as well.
-  Call all students the night prior to the first session to remind them of the start date and time, and encourage them to bring a friend.
-  Take attendance during the start of the first session and call all no-shows to invite them to your next program.
-  Don't keep score during the first two sessions. You want them focused on learning their new skills – not on their score. Start keeping score in Week Three.
-  Make sure you have enough coaches for your group. One coach for every four lanes is recommended.
-  Give students a BOGO (buy one, get one free) or some other discount to come in and practice during the week between lessons.
-  Make sure you have your rollover flyer ready for Week Four. Work under the pretext that everyone is coming back on Week Five.

Thank You!

This program would not have been possible without the efforts of many at the International Bowling Campus. We hope this program serves to help you generate new lifelong bowlers!

