



**Find the greatness within**

## **Developing The Racquetball Landscape**

Creating a situation which is Win/Win/Win for all parties involved:

- **Win** - for racquetball players (juniors, college students, adults) by having an entire schedule of activities for them to take part in
- **Win** - for instructors as we will create increased revenue opportunities for them
- **Win** - for the major stakeholders in the game, the clubs as we will bring them new members and increased revenues

My idea is to create an entirely new designation:

### **NuVoWay Racquetball Professionals (NWRBP's)**

These people will be certified instructors, also trained in activities coordination. We will position them as the central figures in the lives of racquetball players and great assets for the clubs as they will increase participation numbers. Their role will be to grow the game, develop programs for middle and high schools and help private clubs to increase their membership and revenues. Our goal is to build an entire program around them whereby they are able to generate revenue (commissions) from a myriad of sources:

1. **Activities revenues** - profits from ladders, leagues, tournaments etc...
2. **Lesson revenues** - from private, semi private, group, clinics and camps...
3. **Teaching revenues** - from growing the next generation of NuVoWay Racquetball Professionals / certified instructors...
4. **Racquetball Equipment revenues** - from the sale of products for racquetball retailers.
5. **Product revenues** - NuVoWay LifeStyle products (nutritionals, LifeStyle wearables...)
6. **Training revenues** - commissions from NuVoWay LifeStyle Management app for racquetball-specific, personal training and LifeStyle coaching.
7. **Travel revenues** - commissions on any and all travel their base of members take (not simply racquetball-related).
8. **Membership Fee revenues** - commissions from the clubs for bringing in new members.

Altogether these may help our NuVoWay Racquetball Professionals to generate a full time income doing what they love...

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