

LEARN TO COACH THE SWISH WAY!

Swish “eBook” shows how to coach shooting, step-by-step!

Dear Coach,

Thanks for your interest in the Swish way of shooting! Here’s how you can learn to teach it, an eBook Manual plus (later) an On-Line eCourse for coaches that can turn you into a more effective “Shooting Coach.” This spells out exactly what I do. Follow this protocol and you will make a difference with your players.

NOW AVAILABLE:

- **New eBook COACHES’ MANUAL** on coaching the “Swish” way of Shooting!
- It’s a 58-page PDF with links to 33 video clips (viewable when On-Line)
- Package will later include an On-Line “eCourse” that explains the Manual and how to use it.
- This Package, along with the Swish videos, will show you exactly, step-by-step, what to do to immediately start improving any player’s shooting.
- With practice as a coach of this critical skill, you’ll improve more and more, and you may want to become a certified “Swish Coach!” (Purchasing this eBook is the first Step and you’ll join a database of Swish coaches organized by state. More steps will follow.)
- The eBook is available now -- AND the special “Early Bird” price includes the eCourse, which will be made available to you as each module is completed.

The new Swish eBook Manual is a coach’s document I’m really proud of. It will give coaches like you the exact steps (what, how and why) to teach shooting that can lead to remarkable learning and performance by your players. Coupled with the Swish videos, you will have a powerful approach to coaching this critical basketball skill. Any player who pays attention to your coaching and follows your instructions cannot help but grow.

PILOT GROUP @ Early Bird Price!

You are the advanced set of coaches, offered a special price to thank you for being an “Early Adopter.” This will get you started! Teach this to all your players and assistant coaches and the game will become a lot more successful and fun! And this can be taught off season or during the season (it doesn’t matter) because it’s based on “awareness” and “self coaching,” the body choosing different ways to do things based on results and some simple guidelines.

The 58-page eBook/Manual gives the reader access to 33 video clips that help visually display the teachings. It shows very accurately what I have evolved as my very effective shooting clinic structure and format. Just by reading it in conjunction with watching the videos and going to a court and teaching what you’ve learned, you will develop into a more effective, perhaps exceptional, shooting coach. Results will be immediate! By providing your players with Swish videos before or after (which you can get from us at a deep discount), you will give them the follow up program they need to retain and sustain the learning and continue to self-coach. This will help you to shine as a coach and make your coaching easier and more enjoyable.

eBOOK SAMPLE PAGES:

Here is a 12-page sample of what's in this Manual. You can see it's very detailed. Everything is explained. If you follow this general approach to the Swish way, players will develop quite rapidly.

<http://www.swish22.com/assets/eBookSampleV3.pdf>

SWISH eCOURSE AVAILABLE LATER

The Swish Manual is so rich with content it will take time and motivation to properly absorb, so I plan to develop an eCourse to accompany it. This 4-module On-Line Course will explain how best to use the Manual and the Swish videos to teach my transformational approach to shooting.

NOTE: Each module will be created with a number of coaches on the conference call with me, and they will be encouraged to ask questions. We will record the modules so they can be part of a permanent audio resource for the Swish Coach Training. When we're getting close to starting this, we'll contact you.

When the course is properly completed, coaches will be at what maybe we'll call "Certification - Level 2," which means they've had additional teaching in the Swish way. Like your students, you will be learning by doing. Awareness is the key, whether it be for a player or for a coach. Of course you can just start coaching shooting without any certification.

PRICE: The standard price, once we have all the modules of the eCourse ready, will be ~\$129. The Early Bird price is just \$75! For this initial group offering, I will work with you to make sure you understand things and will solicit your feedback. As I develop additional ideas for the teaching, I'll forward them. We'll be in the stew together, so to speak. For example, I'm going to shortly put into the eBook Appendix a 7-page PDF Outline of my very effective 4-hour Swish Shooting Clinics, but when you sign up I'll send that to you right away. It's what I use myself, and will help you immediately with structure and be a take-to-the-court aid.

ORDER NOW: To order the Swish eBook/eCourse for just \$75:

Note there is no tax or shipping expense for digital products!

Use the <http://www.swish22.com/store> web page, click on the eBook and follow instructions. Be sure to include your name, address, email address, phone # and what level you coach. We will email the Manual and Outline in PDF format right away.

You can also purchase bulk quantities of Swish videos at deep wholesale prices (up to 65% off!) once you order the Swish eBook. Ask us about that.

I can't wait to help you make a real difference in shooting! The great game of basketball all over the world needs this instruction. As I get quotes from satisfied coaches (including you, of course), I'll share them on my website. My "Coaching" page will track these new coaches' materials and answer your questions, show the testimonials, etc.

Sincerely,

Tom Nordland

Swish International, Inc.
888/SWISH-22

P.S. This coaching program requires that you have the Swish videos (at least Swish 2 and Swish 3). Swish 1 is a “Classic,” still a great starter video for younger players (age ~13 and under). Swish 2 is the masterpiece, twice as long and rich with detail. Swish 3 is the new and powerful video on the Swish Free Throw. The Swish eBook does a great job of explaining things, but it’s mostly text and concepts. The Swish videos bring the ideas more alive. The video clips linked to in the eBook are just snippets of longer segments from the Swish videos. If you are serious about using this Swish approach to improve your coaching, you will definitely want to have all three Swish videos!

VIDEO DISCOUNTS IF YOU ORDER THE eBook!

If you are signing up for this package and you don’t have one or both videos, we will give you 40 -50% off. To get that discount, order normally at <http://www.swish22.com/store> and enter the coupon codes below.

Swish alone: Reg. Price = \$29.95 (Use coupon code **Ded\$15** to reduce it to \$14.95.)

Swish 2 or 3 alone: Reg. Price = \$34.95 (Use coupon code **Ded\$17.50** to reduce it to \$17.45)

Swish Package #2 (Swish 1 & 2): Reg. price = \$49.90 (The 2nd video is already discounted by half in this package price. Use Coupon Code **Ded\$20** to reduce it even more to \$29.90.)

Swish Package #3 (Swish 1, 2 & 3): Reg. price = \$74.90 (The 2nd video is already discounted by half in this package price. Use Coupon Code **Ded\$30** to reduce it even more to \$44.90.)

Swish Package #4 (Swish 1 & 3): Reg. price = \$54.90 (The 2nd video is already discounted by half in this package price. Use Coupon Code **Ded\$20** to reduce it even more to \$34.90.)

Swish Package #5 (Swish 2 & 3): Reg. price = \$54.90 (The 2nd video is already discounted by half in this package price. Use Coupon Code **Ded\$20** to reduce it even more to \$34.90.)

P.P.S. I’m committed to training coaches around the world, the message being that “Great shooting can be taught!” I appreciate very much your interest in and assistance with this huge project. The Renaissance is happening!