

Johansen Baseball Inc. Economic Philosophy

Coaches everywhere want players to work hard, be committed, and stay disciplined. In 2020 it's becoming increasingly harder for players to keep up with and afford "Modern" training tactics while competing with their competition. With technology rising and devices increasing, more athletes than ever before are seeking private instruction to understand where they fit in and how to get better. It can be difficult to find affordable programs that can give players a real "edge" and not just be an activity with no accountability toward progress.

We also know that while we have some of the most advanced resources in the nation, that doing the simple things well, and more importantly, doing them consistently is what will make players better long term, so the use of our space, and training environment is even more important than any measurements we use to objectively diagnose flaws and create custom training solutions, meaning we want players training here as often as they desire.

With that being said, we've always tried to deliver the most value in our training programs while offering the most comprehensive strategies in our programs to develop athleticism, specific skills, improved cognition, and mental approach. While in the past we've had tiered memberships for each aspect, we realized that we could create a more custom platform for each family based on the athletes individual needs, along with each family's schedule and budget while also sharing some of the cost for services we expect everybody to participate in.

We want our programs to promote dedication and consistency while also streamlining the service selection process for each athlete and family with recommendations they may expect but also educating them some of our premier services they may not know exist. Our model is to re-evaluate each athlete's and their family's needs MONTHLY rather than simply selling bulk packages, punch cards, or tiered memberships. This means each family will have updated recommendations and progress reports with flexibility month to month rather than being stuck in one program.

We did the math! In a traditional model where a player typically trains in a one-on-one setting once per week with a different coach for each facet of his or her game, hitting, pitching, strength & speed, families will spend roughly \$600 for only 8 hours of training. This would be a scenario where a family pays a hitting coach for 30 minutes once per week, a pitching coach for 30 minutes once per week, and a strength coach for one hour per week. We know our value could greatly exceed that at a much lower cost, while maintaining the one-on-one feel when necessary but also including small group development programs

At Johansen Baseball, we know that players don't necessarily need one-on-ones every week, but they simply need to do the work in an encouraging and competitive environment. While punch cards are "easy" they don't necessarily promote commitment and discipline. While memberships may be efficient, they also may be too comprehensive for athletes or their families during some months.

Our response has been to create the most thorough and customized monthly training schedule, and billing cycle unique to each family, while sharing the cost of our technology resources amongst every athlete we train with an annual "Tech Fee" and eliminating expensive mandatory assessments while including them in every training platform we offer. We know we've helped shape the region and we continue to lead the way providing value for each family at an affordable rate. On the next page is an outline of our registration form/process where families can customize their schedule month to month.

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Player Name: _____ Birthday: __/__/__ Ht: _____ Wt: _____

Current Team: _____ HS Grad Year: 20__ Position(s): _____

Player E-mail: _____ Parent E-mail: _____

Parent Name(s): _____ Phone Number(s): _____

Month: Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Year: 20__

Training	Cost Per Session	Number of Sessions	Total Cost
One-on-One 30 min Lessons	\$45.00		
90 min Small Hitting Groups	\$35.00		
60 min Throwing Groups	\$12.50		
30 min Bullpens	\$25.00		
60 min S&C	\$12.50		
SQ1 Session	\$20.00		
4 Quality Hit Games	\$22.50		
Bat Fitting (<i>8th Grade+</i>)	\$45.00		
2 Hour Beginner Class	\$30.00		
Senaptec Motor Skills Training	\$15.00		
"Open Time"	\$50.00 (Per Month)	N/A	

Annual Tech Fee \$150 **Paid** **Unpaid** _____

Monthly Total: _____

<https://www.paypal.me/Johansen200>

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday