



# PROSPECTUS 2010



ALL COURSES APPROVED BY THE  
ENGLISH POOL ASSOCIATION

**8ballAcademy.com**

# Welcome to the 8 Ball Academy

*Course Director Steve Daking introduces the  
2010 Academy Course*

Any regular player of the game of pool will tell you that it is a challenging sport. There is so much to learn—often games are won or lost as the result of one poor shot. With more knowledge of the game, the kind of mistakes that cost matches can be avoided.

Currently, if a player wants to seek help to improve their game they have very limited options. They can buy a book—there are a few out there about the British style of 8 Ball, but a lot of people find learning from a book difficult, they need a more visual approach. Those players may attempt to learn from video, maybe DVDs or online. The problem with this is that very few have the facility to watch this kind of media alongside the pool table, and however detailed a video is (even my own 8BallCoach.com) it's never going to be interactive enough. It can't look at a player's stance and tell them where they are going wrong. To get the best improvement in the shortest possible time, a player needs one to one time, with a trained coach. Someone who knows what to look for and can give advice tailored for the individual.



That's where you come in. Up until now, pool coaching has, in the main, been provided by professional (and non-professional) players on an individual basis. Each coach would bring something different to the student. Just like any profession there are good coaches and bad ones- for the student that could be very difficult to judge. It doesn't always follow that the best players make the best coaches. They might be a great players, but can't explain what it is that they do—they do it naturally and don't have to think about the skills that they use—so how can they pass them on to someone else!

At the 8 Ball Academy, we have spent many years developing courses that coaches can pass on to students. It's our aim to train our coaches to the highest professional standard. Once qualified, a coach can then deliver lessons that have been designed to educate and inspire students to take their game further. That's why the 8 Ball Academy qualification is a sign of quality, endorsed by the English Pool Association.

I believe that through our efforts we can raise the overall standard of pool in the UK, while energising the sport at grass roots level. Learning new skills and improving your pool performance can be an exciting experience as players take their game to new heights. As the coach that makes that improvement possible, the rewards can be even better as there are literally hundreds of players who you can help with their game.

Finally, If you enjoy playing pool as much as I do, this is a real opportunity for you to take the first steps towards making a living from the game. We expect our course graduates to earn their course fees back many times over. I look forward to seeing you at the academy and showing you how to achieve those goals.

*Steve Daking*

*Director of Coaching  
8 Ball Academy*





## Who is the course aimed at?

This course is for pool players who want to take their game further and become coaches. Perhaps you have been coaching for a while, or want to start offering lessons. The 8 Ball Academy Coaches' Course provides a professional framework for coaches to pass on their lessons in a structured way with a recognised qualification.

## What requirements will I need?

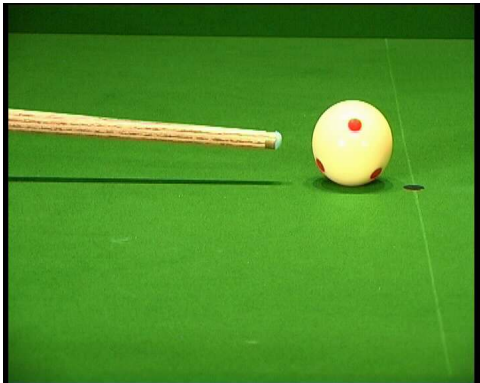
A track record of playing cue sports to a high standard is an advantage. However, success at the pool table is not as important as communication skills. A good coach should be able to engage players as well as demonstrate the shots.



Everyone plays pool differently, but to be able to put in place a national structure, then there are certain techniques that should be universal. Certainly, every coach will have something that only they can bring to their students, but to maintain some sort of standard then there should be a reference that provides the benchmark. Up until now, that hasn't been possible because material covering all aspects of the game hasn't been available. We have created a comprehensive guide to all parts of the game at our website—8BallCoach.com. The online lessons are delivered in video format and form the basis for the 8 Ball Academy courses, and should be studied before coming along to the Academy Coaches' course. Therefore, internet access is essential for those attending our Academy courses.

## Where do the courses take place?

The first courses will take place in our studio at Mr Pools in Colchester, Essex. In the future we hope to hold other courses throughout the UK.



## What do I need to bring with me?

You might want to bring your cue, but all other the course material is provided for you.

## What will I study on this course?

This course is not about becoming a better player, it's about passing those skills on to others. Students on this course will learn the techniques required to teach players on a one-to-one basis.

At the core of this course are the lesson plans. We will be looking in depth at the structure of the 8 Ball Academy course and the best way to help players on an individual basis. Coaches will also learn how to market their services within their local area.

## Is there an examination?

There is a final examination on the second day of the course. Some questions are practical, others are multiple choice, and some require full written answers. Following the course, the papers are marked and students are informed of the results within 14 days.

Students who successfully pass the exam are then able to affiliate as an approved coach. Students who fail the exam may retake it at a future course for a nominal re-sit fee. The exam may be taken a maximum of three times, those who fail the exam three times will be barred from future courses.





## What is the course itinerary?

The coaches' course takes place over two-days, usually a weekend.

### Day One

10.00am	Welcome & Introduction
10.30am	The Pool Textbook
11.00am	Setting up your coaching school
1.00pm	Break for Lunch
2.00pm	The player-coach relationship
3.00pm	Lesson Plans
6.00pm	Close

### Day Two

10.00am	Marketing your services
11.00pm	More Lesson Plans
1.00pm	Break for Lunch
2.00pm	More Marketing
4.00pm	The Examination
6.00pm	Close

## What does it cost?

The cost of becoming a qualified coach is made up of several different elements.

### Cost of the Course

Access to pre-course material at 8BallCoach.com	£149
Course Fees	£400
Course Materials	£50
<i>Total</i>	<i>£599</i>

A deposit of 50% of the total course fees must be made at least one month in advance of the date of the course to allow students to study the 8BallCoach.com material in advance and to cover the cost of preparation of course materials. The balance of course fees must be paid in full before the start of the course.

Applicants who are already 8BallCoach.com members will receive a discount equivalent to the applicable fees already paid.

Accommodation is not included, we can provide a list of hotels close to the venue.

Annual Subscription Fee—Covers the cost of ongoing marketing services and support. Discounted rate in the first year for those who pass the exam

Annual Subscription Fee— Payable thereafter, currently set at:

Examination Fee (re-sits)

£50

£150

£20