



PRO SHOT SHOOTING SYSTEM

www.proshotsystem.com

COACHING HANDBOOK:

TIPS AND GUIDELINES TO THE PRO SHOT SHOOTING SYSTEM



BY: PAUL HOOVER & MATT WILLIAMSON

Coach,

Hopefully you have read the book, "Pro Shooting Secrets" from cover to cover. We also hope you have watched our YouTube videos (we have over 200) on our website (www.proshotsystem.com) and read through our articles as well.

The question we get most is: "I understand the Pro Shot System. I just don't know how to teach it." The System is important, but if it is not being taught correctly, it probably won't be very effective for your team.

The following eBook will help you teach what we believe is the greatest shooting system on the planet. Please feel to email any questions (proshotsystem@yahoo.com) or call (866) 892-NETS.

The success of shooting in your program really starts with the coach. It's funny, coaches expect their players to learn this system, but many coaches don't find it crucial that they themselves comprehend it fully. As a result, many of the players go back to the original shooting form and coaches mutter, "This system doesn't work." The system works if it is followed and the players are focused. Most of all, it works for a program IF AND ONLY IF the coach believes in the System and is teaching it on a day to day basis.

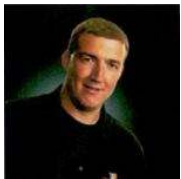
We have developed this eBook to give each coach additional information regarding the System and help you to monitor each player. We truly believe the Pro Shot System is the best program on the market and it will help your players develop a quicker and more accurate shot. Once again, for it to work for your program, it really starts with you.

Thanks again.

Sincerely,



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I. BUYING IN



1.

SHOOTING: A LOST ART

Shooting a basketball is the most important fundamental skill a player and team can possess. It can turn average teams into title contenders. It can turn a player with limited skills into a needed commodity, and yet shooting is easily the least understood aspect in all of basketball (and perhaps all of sports).

Shooting a basketball should be an easy skill to teach. The problem is that many coaches and parents teach shooting techniques that are inefficient. We would estimate as much as 90% of all shooting concepts that are being taught today at the elementary, middle school and high school levels are flawed and outdated.

We have never met a coach who wants to do harmful damage to a player's skill development and yet we see coaches frequently teach outdated shooting methods. Everyone is an expert regarding shooting and everyone has an opinion on how you should shoot a basketball. Why? Because everyone has done it a few times in their lifetime. Today's coaches want to desperately believe that what they were taught in regards to shooting was the correct way. The only way. We have asked coaches, "How do you know that what you're teaching is correct?" Their response was, "This is what I was always taught."

We don't mind coaches and trainers claiming that they are experts in shooting. We need experts on the hardwood. But ask yourself: "Are your concepts regarding shooting hurting your players or helping them?" In other words--Are your players getting better? Are you producing quality shooters each season?

The shooting numbers and statistics are completely staggering. At the high school level, very few players can shoot the ball accurately. We would estimate 2% of all high school players are quality shooters and 6-8% are good shooters. That leaves 90% of all players as fair to poor shooters. The college levels are not a whole lot better. During the 2014/15 College Season for Men's D-1 teams (360 total), only 11 teams were 75% from the Foul Line; 17 teams shot over 40% from the Arc; 5 teams are over 50% from the Field. Not great numbers.

Why are these numbers so low? If you ask most coaches they will put the blame on the players. "My players don't practice shooting and that is why they struggle. There are too many distractions." We agree that today's players have a tremendous amount of distractions. One coach made an observation that a few decades ago a player could go shoot around and get away from all distractions. With texting and cell phones, the distractions are only a few inches away.

To some degree, technology has hurt shooting and basketball skills. In the old days if you stayed inside a good amount of time you were considered a freak. Today if you spend time outside and shoot in the driveway, you are NOW YOU ARE THAT FREAK. "Look at that kid. He must have no good computer games. What a shame." Boy, have times changed.

We often tell players in our camps that if your thumbs are the strongest muscle in your body, you're simply not a basketball player. That being said, we truly believe the greatest reason players stay away from the practice court is because they haven't had shooting success in the past. **Success breeds interest and failure generally breeds apathy.**

In life, everyone wants to see improvement and if we don't see any improvement often times attitudes can go sour. But here's where Pro Shot thinks differently than many coaches. We believe the reason players don't see improvement is because the techniques that are being taught don't work. We have said this before but it bears repeating—**We truly believe 90% of what is being taught in regards to shooting instruction is outdated and no longer works.** Yet we see coaches everyday teaching these ways and they complain that their players struggle with shooting. They can't shoot because it doesn't work. Why? Because it is biomechanically inefficient AND uncomfortable.

The Pro Shot Shooting System is based on biomechanics and kinesiology. We have studied the art of shooting for the past two decades and have asked, "Is their technique that which the best shooters use and the worst shooters don't?" We have interviewed great shooters, trainers and coaches in regards to shooting form and have watched thousands of hours of video of the best all-time shooters at different levels. We have researched the origins of shooting and have given credit to the pioneers of the jump shot. Lastly, we believe we are the only shooting system that has shown proof of the techniques that the best shooters use via video.

Usually a player that sees the tiniest little improvement will get excited and spend more time on the practice court. Success generally leads a player to want more success while additionally giving them confidence.

2. WHY A SHOOTING SYSTEM?

The real question is: **WHY NOT A SHOOTING SYSTEM?** Teams implement weightlifting programs and conditioning programs. Coaches use systems for offenses and defenses. But few if any coaches subscribe to a shooting system.

Doesn't it make sense to have an entire program shoot with the same principles instead of each player having his/her own shooting form? A basketball team needs to be unified and all working together toward one goal. When you have 12 players on a team on 12 different islands regarding shooting there is usually chaos and a whole lot of misses.



Having your players all using the same system makes sense from the point that as a coach it is easy to monitor. You know what to look for and what to teach and the player knows what to look for and execute. Imagine a teacher teaching a different chapter to each student in a history class at the same time. How could you control this? You simply couldn't. Is shooting a basketball really any different? Of course not.

If you are the best shooting team in your state and the program that you are using works, then that's great. If you are the other 99% of the teams that struggle to find shooting consistency, then you should reevaluate what you are teaching.

We get calls from coaches quite often that remark, "The Pro Shot System works because it makes sense." We would strongly urge each coach reading this to find a shooting system that makes sense. Find a system that focuses on the mental and physical side of shooting. Lastly, find a system that focuses on correcting the shot by using correct shooting techniques.

If a player doesn't understand the reasons he or she is missing, that player will continue to miss over and over again the same way. It is imperative that he/she corrects these shooting errors to be a more consistent shooter.

Once again, please do some logical thinking when finding a shooting system.

3.

ARE YOU BADD?

We hope everyone reading this is a BADD coach. The BADD that we are speaking of is an acronym that stands for:

Believe
Apply
Detail
Discipline

All shooters need to be BADD, but we also think all coaches need to have these qualities as well so they can teach their players the Pro Shot System correctly and effectively. If you lack any of these aspects while coaching the System, chances are your players will revert back to their old shooting form.

Let's focus on each aspect of BADD. Please understand that BADD is not just about the Pro Shot Shooting System. It can be applied to many aspects of your life and how you live it (marriage, raising children or your occupation).



BELIEVE:

“If you don’t believe it, you can’t achieve it.” Believing is a huge component in coaching and nowhere more important than in the art of shooting. Here are the four areas that you must believe in if you want your players to be accurate shooters.

- 1) **Shooting is important.**
- 2) **Shooting techniques are important.**
- 3) **Players CAN improve their shooting.**
- 4) **The Pro Shot System works.**

Let's focus on the four items and understand why believing in them are so crucial to shooting improvement.

- 1) **Shooting is Important.** We are really shocked at how many coaches don't believe shooting is important and vital to winning basketball. There have been two in depth studies (from Krossover and Hudl) in 2013 that focused on the factors determined why a team wins and loses. In both studies shooting percentage from the field, three point line and free throw line was the #1 reason behind successful teams. If you can shoot the ball, you have a very good chance of being successful.
- 2) **Shooting Form is important.** There is a belief by many coaches that shooting form is not important and all a player needs to do is practice and they will be successful. We completely disagree. While there are a few anomalies with poor technique out there, more often good and great shooters will have quality form. We would estimate at the high school, college and professional levels that 95% of all quality shooters have quality form. This 5% that are left are what we call practice shooters meaning they struggle in games but can hit high percentages of shots in practice

- 3) **Players can improve in their shooting.** Every day we hear of coaches that believe players can't improve in shooting. Not only does this amaze us, but it also disturbing. How can you give up on players improving? Isn't improving player's skills what coaching is all about? It is also obvious by talking to coaches that many believe the older a player becomes the less the player can improve. We would estimate that 60-70% of all high school coaches believe that their players cannot improve in shooting. We have talked to hundreds of coaches and have been told, "My players can't improve in shooting." The reason they believe that their players are unable to improve lies in the fact that they have never seen any of their players improve. We attribute this to coaches teaching inefficient technique and players not changing aspects of their shot to see improvement. If you haven't ever seen it, then why would you believe it?
- 4) **The Pro Shot System works.** The biggest problem we encounter from coaches is they believe what they were taught by their coaches is the ONLY way to shoot. They see shooting through the eyes of their past coaches who were given information from their coaches. Most shooting aspects being taught today actually dates back to the 1930's and 40's. These outdated shooting notions include: "Feet and shoulders square to the basket", "shoot straight up and down", "don't dip the ball", "feet shoulder width apart," and "stare at the basket." The best shooters in the world don't shoot with these obsolete, outdated and inefficient techniques. In believing in the Pro Shot Shooting System, you are possibly replacing shooting techniques that you have believed in for as much as 3 or 4 decades or more. Sometimes changing your beliefs on shooting form can be the hardest part.

"In order to succeed, we must first believe that we can."

Nikos Kazantzakis

We truly believe that if you don't believe in any of the four aspects above, it will be impossible to teach your players to be accurate shooters. As a coach, you must "buy in" 100% and believe. We will talk about your staff and players buying in later in this book.

APPLY:

Once you are a true believer, it is now time to apply the Pro Shot System. In other words it's time to teach the System to your players. Throughout "Coaching the System" we will give you tips and information regarding how to teach the system and the best order for maximum results.

The best coaches are teachers of the game. The worst coaches fail to explain techniques to their players. They expect them to shoot accurately and quickly without giving them any knowledge or explanation of how to shoot a basketball.

The worst coaches scream at their players, "Make your shots!" This is so wrong on so many levels because it forces the player to become tense while shooting. Also, the question needs to be asked: Has the player been taught how to make the shot? Without teaching and application, how can the player improve his or her shooting? They can't. Many times players need help in creating awareness and collecting information or feedback from their shots. It is your job to assist with this until the players themselves can gather the feedback needed.

DETAIL:

The best coaches are detail oriented and process driven. John Wooden would take the first 30 minutes of practice every year instructing his players how to put on their socks the "correct way." Was there a method to Wooden's madness? Of course. Wooden believed that by putting on socks wrong, you could develop blisters and with blisters would come missed practices. He would rather spend 30 minutes of practice explaining how to put on socks than losing players to blisters over the course of the year.

We once asked Andre McCarter, Coach Wooden's last starting point guard, "What made Wooden so great as a coach?" Andre smiled and said, "That's easy. His attention to detail. When we ran the break we had to do it perfectly. Six inches one way or the other way and few coaches would notice, but Wooden would."

When you look at the greatest coaches over time, you will notice that one characteristic is always noticeable. Think of the greatest coaches and managers of all-time—Tony LaRussa, Bob Knight, Pat Summit, Vince Lombardi, Red Auerbach, Phil Jackson and you will clearly see that they were all detail oriented leaders.

With the Pro Shot System, if you lack detail as a coach, you will fail.

DISCIPLINE:



The most disciplined and dedicated coaches stay on their players year-round. If they don't do it right, players are reminded. If they continue not doing it right, there are consequences. Coaches demand it and players must produce.

Then there are some coaches that only remind the players from time to time. They see "some" improvement because there has been "some" effort given.

Finally there are the coaches that demand nothing of their players. They will call us and say, "They aren't doing it right." Most youth and high school players will give as much focus and energy as the coach demands.

We have no idea why some coaches use shooting drills, but never say anything constructive during these drills. In other words, they never correct the player or request the player to explain why they are missing. This makes no sense. Drills alone DO NOT help a player. It's form and focus that make up a quality shooter. Once again, players MUST be corrected or they will continue shooting the wrong way.

As a coach you need to be their eyes and sometimes their brain. You need to constantly remind players how and why they are missing. We have heard coaches say, "I'm not going to constantly remind each player." We always remark back, "If you want a good shooting team you will." If you don't have enough discipline as a coach to remind your players, correct your players, and make your players shoot correctly, then you will never have a quality shooting team.

In our gym there is a sign that reads: **"The Pro Shot System does not fail. It's players that fail the Pro Shot System."** It could also read, "It's coaches that fail the Pro Shot System." Many times it's coaches that fail not just the System but teaching shooting in general.

Recently we were speaking with South Lutheran High School Boys Assistant Coach, Dusty Holbrook from Houston, who teaches the Pro Shot System. His team shot 44% from the three point line during the 2013/14 Season. Yes, you read that right!!! That's 44% for the whole team!!!

We asked Coach Holbrook, "How were you able to get an entire team to shoot this well?"

He responded back, "Pro Shot works and we stay on them the whole year. If they don't shoot the way we want, they don't play" He then continued, "It's funny but so many coaches comprise. If their players don't defend their way, they don't play. If they don't run the offense the right way coaches don't play that player. But with shooting, there is usually no punishment if you shoot the wrong way. We are different and that's why our kids shoot so well."

4.

THE “BUY IN” FACTOR

We have already discussed the notion of “buying in.” To be successful in life you have to “buy in.” If you don’t buy in, chances are you will struggle and probably fail. Succeeding with the Pro Shot System really starts with the head coach. If the head coach doesn't believe that the system will work, then it probably won't work.

A diet only works if the person buys into that diet. A marriage only works if there is a 100% buy in from both spouses. The number one reason why a student fails a class is because he or she doesn't buy into the teacher, the subject or school and studying in general.

Once you decide to "buy in", you must believe in it every day, and go forward and be disciplined. Miami Heat President, Pat Riley once said, **"You're either in or out. There's no life in between."**



It's true. It's just like dieting, school or marriage. If you are disciplined and believe, it's really amazing how much you can achieve.

STAFF BUYING IN

A coaching staff is truly like four tires on a car. Each staff member accounts for one tire. If the tires are inflated and in alignment, then that car can take you to the destination where you want to go to. If one tire is defective, suddenly the car ends up stranded on the side of the road.

When an assistant or lower level coach is not on the same page with the other coaches, usually anarchy and dissent can be clearly seen. There have been instances where an assistant coach has told players in the program not to do the Pro Shot System because he/she didn't think it worked. They approached the matter with a fixed or narrow mind.

The interesting part about this is in each situation the "rogue" coach either never read the eBook, never watched one video or skimmed through any information on the System. They didn't want to implement the System simply because they despise change and/or wanted to do it their own way.

PLAYERS BUYING IN

All players usually resist change at first (especially teenagers). In the fall of 2013, Pro Shot held a clinic in Phoenix, Arizona. We had been at this gym before working with many of the same players. We noticed a player with a messed up follow-through. His release looked similar to a 95 year old arthritic trying to squeeze a grapefruit. I asked him, "So why don't you use the release we taught you last time?" He responded, "I tried it for 5 minutes. It just didn't work for me."

"Maybe you should try it again. You just missed 14 straight shots to the right. You really have nothing to lose." Unless this player changes his attitude, chances are very high he will always struggle with his shooting accuracy.

We used to believe everyone could learn to shoot. Looking back now we realize we were living in a Pollyanna fantasy world. Not everyone will be a great shooter simply because some players lack the mindset it takes to become a great shooter. Your goal should be to have 3-5 players each year that are solid shooters. On average, most teams have one or zero shooters.

Look for players with positive attitudes that understand the notion, **"At first there will be more misses than swishes."** As a coach, you need to constantly remind your players that shooting is important and that the Pro Shot System must be used on a daily basis. You need to explain the Pro Shot System is not a fad that you will use occasionally and this is a team changing experience that will be used in every practice and game.

5. CONSTANT MOTIVATION



We constantly hear high school coaches say, "I open up the gym, but nobody comes." We understand sharing athletes can be difficult and that athletes can have a busy schedule. Still, there has to be a way to get players into the gym to hone their skills. We truly believe if a player fails to show up to shoot then that player doesn't care, is too busy, or doesn't respect the coach or team as a whole.

Pro Shot has always believed in the "gym rat" and still does to this day. We always make sure players that spent a good amount of time are awarded, praised and get playing time. Many coaches fall in love with the "eye candy" of the great athlete and believe that's the only way to win. We believe you can win some games with great athletes, but if you lack skill development throughout your program, you will fall short much sooner than later.

There is a saying that we believe in: **"You're either getting better or getting worse. You never stay the same."** Coaches have to be adamant about telling players the importance of practicing on their own. Players actually want discipline and may not always live in a disciplined structure at home. Keep "reminding" them that they must improve on their own.

The coach has to offer players the opportunity to shoot around in a gym whether it is before school, lunch time, after school, after practice or on the weekends. Shooters shoot but if they don't have an opportunity to get into a gym, they may not get the reps to be a solid shooter. If the head varsity coach is too busy to open up the gym, there has to be other coaches on staff to unlock the gym for the players.

We have heard coaches actually say, "I don't have time to be constantly opening up the gym." If that's the case, maybe that coach shouldn't be coaching. Remember that player development is a major component to having a successful program and that this is accomplished by putting in many extra hours in a gym.

II. UNDERSTANDING THE CHALLENGE



6. **FAILURE & ACCEPTING CHANGE**

Shooting excellence is a journey. It is not a sprint. Don't be fooled in believing your players will become great shooters overnight. It takes great desire and a great number of hours, days, weeks, months and years to be a prolific shooter. Coaches, please remind your players shooting greatness is not achieved with average attitude.

To be a great shooter a player must possess four traits:

- 1. Efficient Technique**
- 2. Tremendous Work-Ethic and Discipline**
- 3. Must Understand Failure**
- 4. Able to Accept Change**



Every coach reading this realizes the importance of practicing. There isn't a coach in the world that says, "Practice isn't important. Just show up to the games." What is rarely discussed, however, is the importance for each player to understand failure and embrace change.

At Pro Shot we believe in the notion "**At first there will be more misses than swishes.**" Anytime you learn new techniques, you will fail at first. And of course no one wants to fail, especially young players. The problem is that a player cannot succeed unless he/she fails at first when learning a new shooting technique. It is quite common for young players to not change their shooting form simply because that it may feel "weird" at first.

We believe many of our young players were much smarter when they were two years old. The biggest accomplishment for a two year old is learning how to walk. But with these steps came the ultimate failure--**FALLING DOWN**. A two year old falls, cries a moment and picks himself/herself back up and tries it again. Many of our players today would fall and stay on the ground permanently. After a while they would think, "Heck with it. I'll just crawl around. I don't need to learn to walk."

Many young players refuse to change their ways and learn new techniques. Because of this, many players never improve their basketball skills. This is especially true for shooting. We have been around this great game for so long that we can normally determine what players will be great, mediocre and who will be out of the game within the next year or two. Are we a swami? Are we Karnack the Great? Do we have tremendous mind powers to predict the future? Of course not. What we closely look at is how each player reacts to coaching and change. One of our favorite quotes is by Charles Darwin: "**It is not the strongest that survive, nor the most intelligent, but the one most responsive to change.**" Players (and coaches) that reject change never seem to improve. They tend to always remain stagnate.

Fifteen years ago Pro Shot Founder, Paul Hoover coached at Santa Ana Valley High School in Santa Ana, California. On the varsity team was a 6-8 senior with great agility and coordination. Unfortunately, he lacked a consistent jump shot. He was always more concerned about his shot blocking skills and dunking ability and paid little (if any) attention to developing a quality shot.

One day he came over and asked if Coach Hoover would help him to better his shooting skills. Paul told him to "meet in the gym tomorrow morning at 7 am." To great surprise he was on time the next morning. It was then that Paul told him, "Now you will fail at first. You will miss a few shots. Understand this." He looked at Coach Hoover and responded, "I can't ever fail even for a few minutes." At that point the lesson was over.

That player never developed a jump shot. A good low post player in college (low D-1 level), he played one season overseas making minimal money. If he would have developed a consistent jump shot he would have had a 10 year NBA career. His inability to change cost him millions of dollars.

We would suggest talking to your players about being open minded, helping them to understand that one will always struggle at first when learning a new technique, but by being disciplined and practicing the Pro Shot System then the shot will improve.

7.

IDENTIFYING SHOOTERS



Once again, not every one of your players will become an accurate shooter. If you believe each one of your players will one day become a prolific shooter, then we have some swamp land to sell you in the Everglades. In other words, it's just not going to happen. Each player can improve his/her shooting skills, but you will be mistaken to believe that each player on your team will become the next Stephen Curry.

During each Pro Shot Camp we explain to players and coaches, "You do not have to learn how to shoot accurately. But then again, you do not have to play either."

We do believe shooters play. When I was coaching at the high school and AAU levels, I would watch the opposing team warm-up. Why? Because I was trying to identify their shooters. I was looking to see what players were "tickling the twines." And here's what I discovered: In my 20 years of coaching I never saw a player who could accurately shoot that sat on the bench. In other words, if a player can shoot, he/she will play.

THE GAMBLERS OF THE HARDWOOD

We truly believe coaches are inherent gamblers. Where is the largest basketball coaching clinic in the nation? It's not in Barstow, California. It's in Las Vegas, Nevada. And isn't a shooter the greatest form of gambling on the basketball court? A shooter is like a slot machine. You hope it pays off. And when the machine (or shooter) is "hot", life is beautiful.

Most coaches love shooters and will give them the "green light" if they truly believe in them. We get emails from players that say, "My coach won't let me shoot the ball." After watching video on the player we respond back, "You just missed 17 straight shots to the left so I would say listen to your coach. If you want to be able to shoot the ball you have to change something to get better."

IDENTIFYING YOUR SHOOTERS

Why can't everyone become a shooter? It really comes down to time management, overall discipline and personality traits. We believe it is important to identify these characteristics in a player. If a player has these traits, we do believe he or she will be able to become the shooter you want them to become. If he or she lacks these traits, we believe it becomes much more difficult to become an accurate shooter.

TIME MANAGEMENT:

It is very difficult for a three or four sport athlete to develop into a top notch shooter. Before we get hate mail from coaches who encourages players to play as many sports as they can, please understand that the more sports a player plays basically takes away important practice time a player needs to hone his or her shooting skills.

If a player does play three to four sports, then he or she better understand the need to get on the practice court as much as possible (weekends, before school, lunch, evenings). We like to tell our players, "**A writer writes. A painter paints and a shooter shoots. ALWAYS.**" You can't be a shooter if you practice shooting only during the season. A player just can't be effective this way.

Players need to understand what is important. If your thumbs are the strongest part of your body (texting), then you will not be a shooter. If you spend more time on Xbox than you do practicing your shooting skills, then you will not be

a shooter. We have been told by a few coaches that we should soften up (take a chill pill), but we believe you have to tell players the truth. They really don't know better.

DISCIPLINE:

It's impossible to become an accurate shooter if you lack discipline. This starts with how players warm-up before practice. Players that lack discipline are known to warm-up from three point line or half court. Disciplined players start near the basket and go through a ritual of warming up.

Coaches might want to look at each player's academics to determine if a player can be a shooter. If a player lacks discipline in the class room, then there is very good chance he/she will lack discipline in shooting. Now, I'm not saying that you need to be an A student to become a prolific shooter, but I do believe the better students transfer the discipline into shooting.

Lastly, players that lack discipline in their everyday life usually lack discipline in their shooting form. Do you really believe the player who struggles to get to practice on time will have the discipline to shoot the ball correctly EVERY TIME? Of course not.

PERSONALITY:

Introverted players generally make better shooters than extroverted players. Introverted players get on the practice court and usually are in their "own little world." They have great focus. They talk to few people on the court. They focus more on their form.

We saw, firsthand, Ray Allen as a rookie with the Milwaukee Bucks. He walked to one end of the gym to shoot shot after shot without saying a word to anyone. Larry Bird, Jerry West, Pete Maravich, Chris Mullin, Bill Bradley were introverted shooters. Kevin Durant, Stephen Curry, Kobe Bryant, and Dirk Nowitzki are current sharp shooters that are also introverted.

Extroverts have a more difficult time to perfect their shooting skills. We believe the main reason for this lies in their lack of discipline once they step on the court. Extroverted players have a tendency of focusing less on shooting form and more on talking to the players next to them. They are more about playing 1 on 1 or 5 on 5 and less on shooting techniques.

An extrovert can become a quality shooter over time, but often it takes a coach or parent to constantly remind them about the discipline and techniques that one must possess to become a quality shooter.

LAST THOUGHTS

Please note that we believe a coach should never give up on a player. We do believe, however, there are some key ingredients that players possess to become quality shooters.

One year I had a defensive player who lacked a jump shot. That summer I told him, "You're going to become one of my shooters."

He looked at me confused. "But why? I can't shoot." What he didn't realize was that he was an introvert that had tremendous discipline (a quality student), who only played basketball.

Later that winter he became my second leading scorer (14 ppg) and made 39 three pointers in our last five league games. Without his clutch shooting we would not have won a league championship. Those traits were important in building a shooter for my team and will be important for your team.

8. PROMOTE SHOOTING

If you want to have a great shooting team you must promote shooting. In other words, you must sell the concept of shooting to your players. Sounds like an easy sell--right? You would think, but many of today's players are consumed with the "*bling bling*" of basketball. In other words, the dunk, endless dribbling and flashy moves.

As a coach you need to explain that shooting is important on a daily basis. You need to constantly mention great shooting moments that you see. For example, "Did anyone see that Durant hit 7 threes last night?" You also need to praise players that spend the extra time in the gym honing their shooting skills.



Because of a lack of time, it is nearly impossible to be good at everything in basketball as a team. There are coaches that will tell their teams, "We will be good at everything." Good luck on that. We just don't believe it is possible.

At the beginning of each season I would tell my players, "Time does not allow us to be great in everything. So this year we will be the best in two areas: 1) We will play harder than any team we come against. That means we will practice harder as well. We will be first to loose balls, play hard on the defensive end and get rebounds. 2) We will outshoot all teams we play against.

How well did this philosophy work? During my last ten seasons my teams won nine league championships. As a coach you need to constantly remind your team that you will be the best shooting squad period. It is very important to shoot for the stars. We know coaches that settle for mediocrity by saying, "I hope we can be a good shooting team." This is self-doubt and players pick up on this immediately. Coaches need to use phrases, "We will be a good shooting team" and later change it to: "We are a good shooting team." With some success you will one day be saying, "We are the **best** shooting team."

In your locker room have quotes about shooting and focus on the walls. If you need some of these quotes please contact Pro Shot and we can share some with you. There are some quotes that you can use at the conclusion of this eBook.

Feel free to share Pro Shot's weekly videos with your players. At Pro Shot we are constantly asking the question, "**DO YOU BELIEVE?**" We also like to use the quote, "**Seeing is believing.**" With the videos, the more you see, the more you believe in Pro Shot. You can send your players the clips to watch, but many may not watch. We believe the best way to view the videos is download them to your laptop (use free You Tube Downloader) and then use a projector or a TV to show everyone at one sitting.

Another great way to promote shooting is through a fundraiser like a free throw-a-thon. By making more free throws, your program now makes more money. Putting a clever saying on the back of t-shirts help as well like "The Bomb Squad", "Shooting Lights Out" or "No More Misses, Now Only Swishes" greatly helps the player and even the community to "buy in" that shooting is crucial.

In early season I would always have double practices on a Saturday or when the players were off from school. The morning session would be a 2 hour shooting practice and we would come back later that afternoon for an actual practice. When you schedule a practice for shooting **ONLY** the players then understand that the coaching staff has "bought" into shooting.

Lastly, have Shooting Goals. There's nothing wrong with individual goals and team goals for shooting. This includes 3 pointers made, 3 point field goal percentage, free throw percentage and field goal percentage. Constantly reiterate to your team these goals through the course of the season.

9.

CHANGING YOUR PLAYER'S SHOT IN SEASON

One question we get asked constantly is: "Should I change my player's shooting form during the season?" We always respond, "That depends on if he or she is shooting the ball well." Of course the coach then usually says, "No. Not at all. Terrible shooter."

If the player can't shoot you change that player's shot. If the player struggles with shooting, you change your player's shot. If you coach Diana Taurasi or Ray Allen, you leave them alone. It's that simple.

We have actually had coaches say, "I'm afraid I will make it worse." This makes no sense. Baseball coaches will always work on pitching or batting form with players that are struggling. Wrestling coaches work on technique. So do track, swimming, golf and tennis coaches. For some odd reason, many basketball coaches believe, "If it's broke, leave it alone."

Have faith in yourself as a coach and fix the shot. It's amazing that we have heard College D-1 Coaches actually utter, "You can't fix a player's shot in the season." Why not? Are going to continue to let your player's shooting woes continue instead of trying to improve their skills?

At some point you have to ask yourself: **“What is the true definition of a coach?”** Is it a person who will allow their player's to fail without giving any type of instruction?

Coaches, diagnose the problem and then **FIX IT**. Stop believing things are going to get better by putting up reps. Reps only don't fix a shooting problem. Players miss because of poor technique.

If your players are missing free throws and jump shots: **THEN FIX IT!** It makes no sense not to fix it.

III.

GENDERS, AGE AND ABILITY LEVELS



10.

DIFFERENCE BETWEEN MEN & WOMEN IN SHOOTING



We get asked constantly "What's the difference between boys/men and girls/women regarding shooting?" "Should you teach a female player to shoot differently than a male player?" After doing much research on the topic and taking notes on both genders, we have come to the conclusion that there really shouldn't be much of a difference between a male and a female shooter when it comes to technique.

We have heard girls and women's coaches actually say, "My players can't shoot like boys. They aren't strong enough." We are not talking about a wrestling match. This isn't MMA or a tug of war match-up. We are talking about shooting a basketball. An act that takes little strength but a great deal of techniques.

When you watch the best women shooters they shoot like the best men shooters. In September 2014 we posted a video of Diana Taurasi and broke down her shooting technique. It was amazing how many viewers commented, "She looks like Stephen Curry."

The only difference we have discovered physically with women regarding shooting is that women/girls carry their tension differently than their male counterpart. Females carry their tension in the shoulders and neck. Males generally carry their tension in the lower back. Therefore, female players struggle at first when learning the dip because of this tension.

We also believe all female players should be a one motion shooter which is exactly what Taurasi is. It is almost impossible to find a quality two motion female shooter. Why? We believe it's all about strength. You have to be **really** strong to perform a 2 motion shot

The biggest difference we have found between males and females in shooting is not in the physical differences but the mental differences regarding shooting. Female players generally do exactly what their trainers and coaches have taught them. They are loyal and respectful. They will shoot how their coach wants them to shoot no matter how uncomfortable the shot feels.

Male players, on the other hand, are generally about comfort. They will ignore a great deal of instruction to get more comfortable. Girls will literally have tension in every muscle of their body to please their coach when shooting. That's why many male players naturally turn, dip and sweep and sway. You will find very few girls who perform these components "naturally". If they do, they are headed to big time college basketball.

We believe it is much easier to get a high school girl a scholarship than a boy because at the girls level there are fewer shooters. Not understanding? Let me explain it this way. Recently I was talking with a friend of mine who is an assistant coach at a D-1 women's college program in California. He told me, "It's so hard to watch AAU basketball." I asked him "Why". He responded, "Very few can shoot."

I then asked him, "So what percentage are quality shooters?" He responded, "2%". I then followed up by asking him, "If they have grades, what % of those girls will get a D-1 scholarship?" He paused and then said, "100%."

If a high school girl can shoot, she is a rarity. You just don't find shooters at the women's game like you do at the men's. If you are a parent with a young girl basketball player, turn her into a shooter. If you are a high school coach, turn your players into shooters.

One of my good friends and fellow coach is Doc Scheppler who has won 6 California State Titles. He was California High School Girls Coach of the Year for the 2013/14 season. He will tell you: "The reason for our success is based on shooting. It's about putting the ball in the basket." Good solid words to live by.

11.

HOW PLAYERS CHANGE OVER TIME

As basketball players mature physically and mentally, their shooting misses generally change. It is important for coaches to understand what level they are coaching and how players at that level generally miss. It is also crucial for coaches to fully comprehend what areas are the most important to focus on for their grade levels.

GRADES 4-6:

In a player's early shooting years, the youngster generally misses the majority of his/her shots to the side. There are many reasons for missing to the left and right direction including: lack of strength, lack of focus and lack of shooting technique. When teaching shooting at this level, you need to focus on the following areas:

- 1) **Dipping.** We see young players that are taught incorrectly that you should start the ball above your head and therefore don't have enough strength to get the ball up to the basket. It is crucial to teach the DIP. Without dipping they will often lack the strength to get the ball to the basket.
- 2) **Eyes.** The worst young shooters stare at the rim almost in a zombie trance. They are so consumed by the rim (probably because previous coaches have said "Stare at the rim!") that they lack all techniques of shooting especially in the release. We believe they struggle with "putting the hand above and through the rim" because they can't see the hand." If you can't see it, how do you know where it should go? We believe being aware of the rim and hand is crucial.
- 3) **Alignment.** Not only are the eyes crucial for younger players, but being properly aligned is huge as well. A young player needs to have a Shot Line to the basket. In other words, the shooting shoulder, hip, elbow and release must be aligned to the basket. This of course means your feet need to be turned especially when landing.
- 4) **Off hand.** The off hand can literally destroy a young shooter. When the off hand works with the shooting hand, the body has great balance. But it's not just about balance. Young players tend to tense their off hand which tenses their shot. When this occurs, young shooters lose power and fall short constantly. The off hand is a crucial component for a young shooter.

If elementary school age coaches would focus on keeping their player's shooting motion straight for the entire season, he/she would have the best shooting team in that league, region and county. The adage of "To be a great shooter, you need to be a straight shooter" needs to constantly be mentioned at every practice.

All "shooting games" should be about form and keeping the shot straight. In other words, PROCESS DRILLS. Do away with endless games of Knockout (in some states they call it Bump or Lightning). Do away with drills based on making the shot. Focus more on keeping the shot straight.

Becoming a straight shooter needs to start at the elementary levels. Once again, if you eliminate (or reduce) missing to the side, your shooting percentages will increase.

MIDDLE SCHOOL (Grades 7-8):

Middle school age players miss in all directions. They are stronger and slightly more focused than Elementary age players and miss a little less to the sides. At this age, however, each player is dramatically different in size and strength. You may get a boy who is 6 feet and muscle bound and you may get a boy who is 5 feet and can barely lift a pencil. The same can apply for a girl. Therefore shooting still starts with keeping the shot straight. You will win quite a few games at the middle school levels if you can shoot the ball straight.

At the Middle School level you will get a few straight shooters, but for the most part you will continue to see a large amount of shots missing to the sides. Middle school coaches need to focus on keeping the shot straight. The emphasis needs to be on proper use the off hand, alignment, and eyes. The dip is crucial for power and rhythm as well.

If your middle school players start shooting straight on a consistent basis, it is time to advance on to focus on the sweep and sway and developing more arc. Please understand that you cannot conquer all misses at one time. You must focus on becoming a straight shooter before you address arc.

HIGH SCHOOL (Grades 9-12):

As players mature into their high school years, the misses change from sides to falling short. Why? Players get physically stronger which helps keep the shot straighter. No longer do they have to push the ball. Through time, players take more shots and should achieve better focus. With older players (age 13 and up) the shoulders and neck become the issue for missing. Most high school players shoot straight up and down which forces tension in this region causing players to lose arc and miss short.

It is imperative for youth coaches to focus on alignment and keeping the shot straight. For varsity high school, collegiate and professional players, focusing on the sway (the shoulders) and extension is the most important aspect. You need to make sure they are in total alignment, however, before you teach the sweep and sway. The turn makes the sway much easier to perform and the results are better (more makes).

COLLEGE PLAYERS & PROFESSIONAL PLAYERS:

Of course you will always get a few bricklayers at the collegiate or professional levels. Players with great size and/or great athleticism that have been able to play at this high level despite their failure to develop a quality shot. With those players you may have to start with rudimentary technique (see elementary players). If you have a player that shoots 50% from the line and can't make a jump shot then please focus on the dip, alignment and the eyes.

Most college basketball players are “decent” shooters. They have been around basketball for as much as 10-15 years and have taken hundreds of thousand if not a million reps in their lifetimes. They are straight most of the time.

We believe the #1 way that most college basketball players miss is short. After doing a great deal of research at the collegiate levels, we have decided that 60% of all misses are short and for some players and teams it may be as high as 70%. When you think about it, 60% is a large number.

So here is Pro Shot's beliefs in regards to College Teams and Shooters—If college coaches focused on eliminating the short miss, wouldn't their shooting numbers increase? We truly believe college teams that would focus on extension, the dip (which gives a player more power) and the sweep and Sway, players would start improving the arch of their shots and decreasing the short misses.

Let's even take this one step further. It makes sense that if missing short is the #1 way collegiate teams miss, then the teams that are the best shooting teams are probably the ones that miss short the least. Our belief is that if you focus on the biggest shooting “evil” and take that “evil” out of the equation, then your shooting numbers will rise dramatically.

Professional players are no different than college players. Once again, Pro players constantly miss short and they need to decrease these numbers so their shooting percentages can increase.

SEE FOR YOURSELF

Below are two tables that explain how players (male and female) generally miss. Please notice how the totals are flipped from 3rd/4th Grade to the college and professional levels

GIRLS/WOMEN		
Grades	Side Misses	Short & Long Misses
3-4th	85%	15%
5-6th	80%	20%
7-8th	75%	25%
9-10th	65%	35%
Varsity HS	50%	50%
College	35%	65%
Professional	20%	80%

BOYS/MEN		
Grades	Side Misses	Short & Long Misses
3-4 th	80%	20%
5-6 th	70%	35%
7-8 th	65%	35%
9-10 th	50%	50%
Varsity HS	40%	60%
College	25%	75%
Professional	15%	85%

12. AAU AND TRAVEL BALL



You would think young players would be working on their shooting constantly. Let's face it, you don't need a degree from MIT degree to understand that 3 is worth more than 2. Think again. We believe a large reason that players don't work on their shooting skills is because many AAU and traveling basketball teams don't focus on hitting the open man.

What are the two biggest offensive areas lacking today? Post play and shooting. Why? A large reason is that a player is dependent on a teammate getting the ball. Because many AAU teams lack a great amount of practice time, players often focus in games on attacking the basket and don't always hit the open post man or shooter. After a while, these open players get disgruntled and start playing like the remainder of their teammates.

If you are an AAU coach, we realize that your time is limited to 1-2 practices a week and during this time it is almost impossible to put in all the offenses, plays and defenses that you would want. We believe, however, that there needs to be some time for shooting reps and technique. We constantly see AAU high school players that have incredible athleticism but can't make a simple free throw, a pull up or a three pointer. And of course while they are athletic they struggle to put the ball in the basket.

We realize that AAU and traveling basketball teams are organized to showcase talent for college recruiters (high school level) and is about quality competition and games. But shouldn't skill development be in this as well. Or is there such an abundance of physical talent that skill development is no longer important? We hope there is always a need for shooting and skill development at all levels including AAU and traveling basketball.

Lastly, we would hope that AAU coaches can identify the importance of finding players that can shoot. We realize because of a lack of practice time, offenses aren't always as structured as many high school teams. When this occurs, 1 on 1 players start dominating and the shooters stand on the perimeter, often times without ever seeing the ball.

Players will spend more time in the gym practicing if they believe they can actually contribute. If they don't see the ball, they will start believing, "Why do I even practice my shooting? I never get the ball." They see their teammates score time after time going to the rim and having success despite having any semblance of a jump shot. If they got the ball more they would believe shooting is important. Opportunity breeds success.

**IV.
WE'RE TALKING ABOUT
PRACTICE**



13.

PRACTICE MAKES PERFECT

Where did the notion that practice makes perfect ever come from? We hear it all the time and we just don't believe it makes any sense. The adage should read: "Perfect Practice Makes Perfect."

Think about it. If you do something incorrectly then does it really matter how much you do it? You may see some improvement, but that player will not see great improvement. A baseball manager wouldn't tell his pitchers, "Just pitch the ball. It doesn't matter what it looks like." A swimming coach wouldn't tell his or her athletes, "Just swim. Don't matter how you do it."

We can't think of a sport where a coach would tell his or her athletes, "Just practice and technique really doesn't matter" outside of basketball and shooting. Recently we had a mother of a 15 year old girl come to me wanting private shooting lessons. We told her that the only way we would work with her daughter is if she got approval from her high school coach. She wrote back and said, "The coach believes in getting a lot of shots up, but doesn't believe in technique." In other words, he believes greatness is all about reps. The more reps, the greater you become.



Let's take a step back here and think about how insane this notion is. In anything, you need to have training, whether it is a teacher, a doctor or a pilot. You need knowledge and you need training. Without these you will fail in your occupation. Why is shooting a basketball different?

After talking with coaches over the past decade, we believe 80% of high school and middle school coaches believe a player develops into a better shooter by reps only. Many actually believe technique develops with reps. Reps greatly help, but you have to always teach technique. They are the skeleton of the jump shot and free throw. They are the true foundation of accurate shooting.

14.

SHOOTING IN PRACTICE

If you want to be a good shooting team, you need to shoot every day in practice. We know this sounds so obvious, but there are a high percentage of coaches that truly don't understand this or, if they do understand this, they don't make their players do it in practice.

We have actually heard coaches utter, "I don't understand why my players can't shoot?" Could the answer actually be that you don't believe shooting is important and you don't practice shooting? If you don't practice shooting consistently, then don't whine when your players throw up brick after brick in games.

John Wooden's teams at UCLA always shot about 30 minutes each day in practice. They won a few Championships in the meantime. Regis High School boys team in Denver has won multiple state championships and produce quality shooters every year. Their secret is actually quite simple. They shoot a lot of shots in practice. Sometimes they focus as much as an hour of shooting during their practices.



Many high school coaches are about scheming. In other words they are about "Run the play right!" There are actually high school coaches out there that never shoot in practice but focus on running their plays a high percentage of practice time. What makes no sense is if the play works for an open jumper, what is the point if your player's can't shoot? It's like having a great cellphone without a battery. Pretty useless.

We guarantee you will discover that if you focus more time on shooting and less time working on your plays, your team will actually score more points.

With that being said, please understand that the team that puts up the most shots in practice is not always the best shooting team. Reps help a shooter and a team, but it's what you do in the reps that actually counts the most.

Over the years we have watched countless middle school, high school and collegiate practices and have noticed that many coaches use shooting time as their "catch up" time. In other words, we see coaches go get a drink, talk to their coaches about the next drill or make a phone call. Very few coaches actually focus on the shooting at hand, **and** there lies a big problem.

When players are shooting (whether it is free throws or jump shooting), they need constant feedback from coaches. Yes, shooting is the time where coaches need to actually coach the most. Later in this book we will explain how to correct misses and turn them into makes. For now, realize the coach often must be the eyes and sometimes brain of the shooter especially in the first few weeks of implementing the System.

If you don't have the discipline and detail to study your players shooting and correct them on a daily basis then chances are you will always have teams that struggle with shooting.

15.

TYPES OF SHOOTING PRACTICE

Something we believe that gets greatly overlooked is the different types of shooting practice. Many coaches love to focus on drills, but drills are only a small portion of the equation in developing great shooters. Here are what we believe to be the 5 types of shooting practice that will develop any player into a good shooter at minimum.

1. **Technical practice** refers to the practice that is the foundation of a player's shooting technique and form. It is the type of practice that builds the neural pathways between brain and body and builds the player's coordination in their shot. This practice is for learning techniques, adjusting form, learning new techniques and the overall breakdown and buildup of a player's jump shot. This practice is EXTREMELY IMPORTANT to do on a regular basis because it's focus is not on making and missing shots but instead on building form and the quality of the technique used. This form is also the first step in repairing a broken jump shot. Just like taking your car to the mechanic, this type of practice allows the player and coach to find what needs fixed and repair it.

2. **Mental practice** is one of the most overlooked types of practice but is often done without a player even noticing. It should however, play a bigger role in developing shooters. This type of practice is all about training the brain. Since shooting is both mentally and physically demanding players need this type of practice to improve. It's not just about envisioning the shot going in; it's about envisioning everything from the catch, to the release, to the result. Coaches and players must be careful not to overlook the process of shooting and focus directly on the result. Unfortunately, this happens more often than it should. A player becomes too focused on the result and because of that they struggle with the process mentally.

3. **Repetitive practice** is what we call the "shooting scapegoat". If you ask many coaches why their players aren't good shooters their number one reply is "They don't shoot enough." This is overwhelmingly the number one excuse we hear. We will be the first to agree that in these modern times, there are many distractions for kids than there ever were 20-30 years ago. However, there are a lot of bad shooters who practice repetitively but don't see improvement. Why? Because they don't realize that even when you are practicing for repetition it is all about the quality of your repetitions. In other words, it's not the quantity; it's the quality of the quantity. Instead of a player just going out and shooting 500 shots, they should instead make it a goal to not stop until they make 500 shots.

4. **Drill practice** is by far the coach's favorite. I can't even begin to explain how much I hear the question "Coach, what are the best drills for my players to do to become better shooters?" Let's step back here and realize that this is type or step number four so understand that IT'S NOT ALL ABOUT THE DRILL. More importantly, IT'S WHAT YOU DO IN THE DRILL THAT MATTERS. Specifically, what does the drill you give your player/child do? What are they focused on? If you can't answer that question with a technique or you answer by saying "they make their shot" then we would tell you that the drill is basically useless. That by not having a technique, a goal physically, or mechanically or identifying a specific part of the process of shooting then they are basically wasting their time. Drills can be for learning how to take shots in situations or how to position yourself on the floor properly for a shot that may occur in the offense but players still must pay attention to detail and focus on their form and technique.

5. **Competitive practice** is something most may overlook. It's anything from shooting with a defender on you and in your face to shooting in a scrimmage or game. We have seen countless amounts of players do great at shooting in practice but when it comes to game time and they step on the floor it can be a nightmare! Players need that experience of shooting with a defense, shooting with a crowd watching and shooting while the adrenaline is pumping through your veins. This helps them manage the nerves, anxiety or pressure of the situation, and gain experiences you can't often recreate in practice. Often times it can be a player who master's this type of practice that develops into the pure shooter or the clutch shooter. They need all the other types of practice listed previously, but this one ultimately puts them over the peak of achieving their full potential.

We believe that many coaches focus on Repetitive Practice and Drill Practice but seldom focus on the other 3 types. There has to be a balance between the three. The beginner or poor shooter needs more Mechanical Practice and Mental Practice with the last 3 types mixed in. The advanced shooter need more of the Competitive practice with the other four complementing it.

16.

SHOOTING DRILL BELIEFS

One question we get asked constantly is: "What shooting drills should I use?" and "What is the best shooting drill?"

Here's the funny thing about this – we are not big fans of shooting drills. I mean, they are ok and they serve a purpose (getting up reps), but a high percentage of parents, players, trainers and coaches fail to realize that the drill is simply a component of shooting and is not what makes the shooter.

Not following? In 2004 I was running a basketball training academy in Calgary, Canada and had a coach in the program who was in love with shooting drills. Every night he would go home and download two or three shooting drills from the internet. After a few weeks, he had over 100 drills. The funny thing was his players could not shoot a lick. Total bricklayers.

That coach (we will respect his anonymity) did not fully understand that the drill does not make the player. It is what you do inside that drill that determines the player's shooting success. Drills don't generally give a player technique. What they give the player is a great amount of shots at high speed in different situations.

RESULT VS PROCESS DRILLS

The most important aspect for a coach to understand in a drill is the difference between RESULT and PROCESS drills.

Most drills that coaches use are result driven. It is about making the shot. "First one to 10 makes is a winner." Most of the time there is little if any shooting instruction that goes along with the drill. The player is so focused on making it that they lose any and all focus whatsoever.

We are huge fans of Process Drills, which focus more on the technique and correcting the techniques than making it. An example of process shooting is saying, "I don't care if you make or miss.... just focus on shooting it straight" OR "Let's make sure we are not short today."

When players hear this, they focus more on the shot and make more shots. It really makes a great amount of sense. Let's focus on college basketball players for example. The #1 way a college basketball player misses is short. We would estimate as much as 60%+ of all shooting misses at the college level are short. So why not focus on NOT missing short? This will allow them to see the greatest amount of improvement in a short amount of time.

WARMING UP

It is important for each player to warm up properly in shooting. Coaches must explain the importance of warming up the right way and NOT coming out and shooting half court shots. The warm up routine must be done at all practices, workouts and shoot a-rounds.

If a coach sees a player not warm up properly he/she must have consequences for those actions. Actions speak much more than words when it comes to this. If you say, "Now you should have warmed up better" chances are pretty good that they will not get the message. If you make the player face consequences (running, pushups etc.), he or she will usually get the message.

Make sure players warm-up from inside the key. The worst shooters warm-up from the three-point line and beyond. This obviously leads to bad techniques. Have each player start close to the basket and work on their form. After 10 shots, they should move a step back and take 10 more shots. Continue this until they get to the free throw line.

One of the warm up drills we do not believe in (although it's become a universal drill) is one handed form shooting. While shooting with one hand may have some merit (helps with locking arm), we believe the drill does more damage than good. When you shoot one handed you are actually pulling your off hand from the shot. If you do the drill enough, you actually start getting used to shooting with one hand which is not good for balance and creates more inefficiencies in the shot.

The biggest problem with shooting one handed in the drill is that it forces you to ignore the dip. The dip is a crucial component to shooting as it allows the shooter to have more power in your shot and to have additional rhythm. It also trains a player to have a distinct two-motion shot. Shooting one handed has a much worse effect on girls than boys. Quite often we see girls that literally start their shot well above their head. We ask them, "Do you shoot a lot of one handed shots?" They smile and respond, "How did you know?"

We would strongly advise all coaches to take the one handed shot out of the warm up routine especially if they are coaching elementary, middle school and high school levels.

Instead we would HIGHLY recommend the Bounce Drill which is where you bounce the ball to the floor. As it gets about head level (from the bounce) you catch it. At this point you have to dip because the catch is so high. So the player dips and shoots. This allows the shooter to still warm up and work on the dip at the same time.

THE GUN

The GUN is a basketball return machine that can be found in many gyms. We believe it is a great device to get a player more reps. Remember what we have said previously: Great shooting really starts with technique. The GUN will give you more shots in a quicker amount of time. We have seen terrible shooting teams that actually use the GUN on a daily basis because the coach fails to teach the players shooting technique. Accurate shooting is about proper technique and reps.

Another problem with the GUN is that it can only give the pass from under the basket, which can be limiting. To be a great shooter you need to get reps from all directions. The solution is an easy one, but very few coaches realize that an additional passer is the answer. The GUN passes the ball out to a perimeter passer who then passes to the shooter. Easy fix to get different shooting looks.

Lastly, there is a way on the GUN to work on the Dip. In October 2014 I visited the womens program at Kentucky Wesleyan University and noticed that when players were doing individual workouts on the GUN the machine was making high passes to each shooter. The coaches explained to me that they discovered if the machine made high passes, the women players were actually working on the dip. In other words, the high pass from the GUN was forcing each player to dip. GREAT IDEA!!!

SURVIVAL SHOOTING

When it's late in a game and you're tired, what is the first part of your shot to go south? Of course 99% of all coaches, players and parents respond, "Legs." Coaches and players have a fetish for legs. Of course "Legs" is always the response when we ask, "What is the most important part of the shot?"

Hate to be the bearer of bad news, but it's not about "legs" when a player is tired. It's the MIND. You see when a player is fatigued, the brain begins to "starve" for oxygen. Thoughts go through the mind of, "I'm tired." With this mindset, techniques falter and the shot doesn't seem to fall.

So obviously a player needs to practice shooting hour after hour in fatigued conditions. Right? WRONG!

Shooting a basketball to the point of total exhaustion is called SURVIVAL SHOOTING. There are thousands of basketball trainers who believe basketball shooting is not about technique, but shooting until you are on the brink of passing out. The problem with this mindset is that it destroys young players (grades 4-8) and can damage many high school players as well.

Survival training is very common with trainers. It doesn't even work at the NBA, WNBA or college levels, and if you do this to a young player, the shooting techniques will suffer even greater. Young players cannot shoot a large number of shots while going as fast as they can for a long period of time because they lack strength, endurance and technique as a whole.

If a younger player needs to work on his overall conditioning, he should never do an activity that requires great hand eye coordination and a focused discipline like shooting. If these young players need conditioning, they should run extra sprints or do full court ball handling, but should not use "survival mode" shooting.

Great shooters need to be pushed when it comes to cardio vascular work. Notice the word GREAT. Not average, not young, but great. If a young, inexperienced or poor shooter shoots until exhaustion, the technique will quickly disappear. We have seen players lose their shooting form by focusing on survival training.

You need to know how far you can push your players in regards to shooting and fatigue. We have yet to see a team that is heavy into "Survival Shooting" that can shoot accurately. A player needs to work up a sweat when shooting and should shoot similar to a game. In other words, a player should be breathing a little heavy, but understand the difference between some sweat and all out "Survival" shooting.

We have seen players training with their coach that are so fatigued that they can barely hold up their arms when shooting. What good does this do? If you practice poor habits, they will become permanent within time.

AMNESIA VICTIMS UNITE

Common sense is HUGE when it comes to improving your players and team in regards to accurate shooting. We look at some drills and we just shake our head because we have no idea the purpose of the drill.

Here's a drill we just don't understand, yet we have seen it many times. A player rebounds and passes to a teammate who shoots it on from the perimeter. As the shooter catches it, he/she calls out the passers name. "Tommy!" "Sarah!" "Billy Bob!" What does this do? What is it designed for? Is it for amnesia victims so they can remember names of their teammates? We truly can't understand the purpose of this drill.

Here's a drill that works 1000% better. When the player shoots the ball, have him/her shout out the direction they missed. "Short!" "Long!" "Left!" "Right!" Obviously if they make it, they say nothing. Some players have no idea how they miss. They will miss time after time the same direction and still have no clue how they are missing.

When the vocal cords are used, players have a tendency of understanding the direction they are missing. The first way to correct shooting errors is to identify how you are missing. If a player can't do this first task, he/she will always fail to become an accurate shooter.

LAST PLAYER STANDING WINS

Don't focus on drills that are purely about "MAKING THE SHOT." Instead, focus some of your drills on the process of shooting. When you do this you will notice, within time, your players becoming more accurate shooters.

One of our favorite drills for young players is to have your players stand straight away from the basket, usually 15-20 feet. Try to put 3-5 players per basket. In this drill, if a player misses to the side, he retrieves the ball and he sits down. In other words, if you miss to the side, you are out. The last player standing is the straightest shooter.

NUMBER DRILLS

Coaches love drills where players have to count. The problem with this is that number shooting drills are really about RESULT shooting. Many coaches use a drill of "First one to make 10 shots wins." Once again this is about result shooting. Players are focused on only making the shot and nothing else.

Let us suggest a number drill that works well and is based on PROCESS shooting instead. We call this 6's or 8's but it can really be any number. The player becomes focused on how NOT to miss. In other words the coach says to the player, "Today you will not miss to the sides. You must be straight on 6 shots (or eight or whatever number you decide). When the player gets to the chosen number he can rotate with his partner (if you are doing partner shooting).

IDEAS FOR SHOOTING DRILLS

What coaches should understand regarding shooting drills in practice...

- 1) **Use punishment if a player misses the same shot over and over the same way.** Some players are extremely hard headed and others have little if any focus skills. Sometimes the only way to get a player to do something correct is to punish them for doing it wrong. I know it sounds harsh, but it is the truth. Pick your poison. They can include ball pushups, sprints, and regular pushups. We favor a “timeout”. If a player continues to miss, put him at center court and have him/her sit there for 1-2 minutes. They will figure it out quickly.
- 2) **Use rewards as well.** Coaches have a tendency of dosing out punishment, but forget about the perks. Give the kids praise and rewards for doing it right or being the “straightest shooter”. It can include fewer laps or possibly a t-shirt.

Coaches give praise for the players that “leave it on the floor” (the all-out hustle kids), but forget many times to give praise to players that listen or focus well. We need to reward the kids as well.

- 3) **Don’t mentally relax during shooting drills.** Coaches have a tendency to use the time that their players do shooting drills to get a drink, make a phone call, talk to their coaches or get ready for the next drill. In other words, most coaches rarely “focus” on how and why their players are missing.

Please use the shooting time to correct their errors. This is a very important part of practice. Shooting time needs to be the part in practice where the coaches are instructing the most.

- 4) **Don’t focus on the drill, but what the players do inside the drill.** Coaches generally love drills...especially shooting drills. There are many coaches that believe it is THE DRILL that actually makes a player into a good shooter. Focus on what each player is doing in the drill. Correct when he/she fails to do an aspect in the System. Be very vocal and remind each player how he or she is missing.
- 5) **Use your iPad as a teaching device as well.** When players immediately see what they are doing wrong and how his/her shooting form looks, they are more willing to be coachable and change. In short, video doesn’t lie.
- 6) **Use shooting drills that are about the process of shooting as much as drills based on the outcome.** I fully understand this is confusing so I need to explain fully.

Outcome Drills are all about making it. Knock out would be such a drill. It’s all about MAKING IT. Outcome drills are generally used by the majority of coaches.

Process Drills are about the process of shooting. In other words, focusing on a certain aspect of the shot (example is to be straighter or getting more arc). This is truly what makes players become better shooters. Process Drills can include:

- **Perfection Drill**—Rating players 1-10 on a certain part of their shot as they shoot (10 is perfect). You can play a game that if you receive a 9 or less and you are out of competition.
- **Last One Standing**—If a player fails to do something (example is if you’re working on straight shooting and a player misses), he/she sits down. Last one standing is the winner.
- **Straight Shooting Club**—Players keep track of how many they shoot straight and record it. Have a chart and have a PB (personal best).
- **Number Game**—Team shoots in a drill and must shoot correctly 10 (or a number coach sets at). This is not about making it. Instead it is about doing it right. For example, tell the team you must shoot 10 in a row STRAIGHT. If one misses to side, the score goes back to 0.

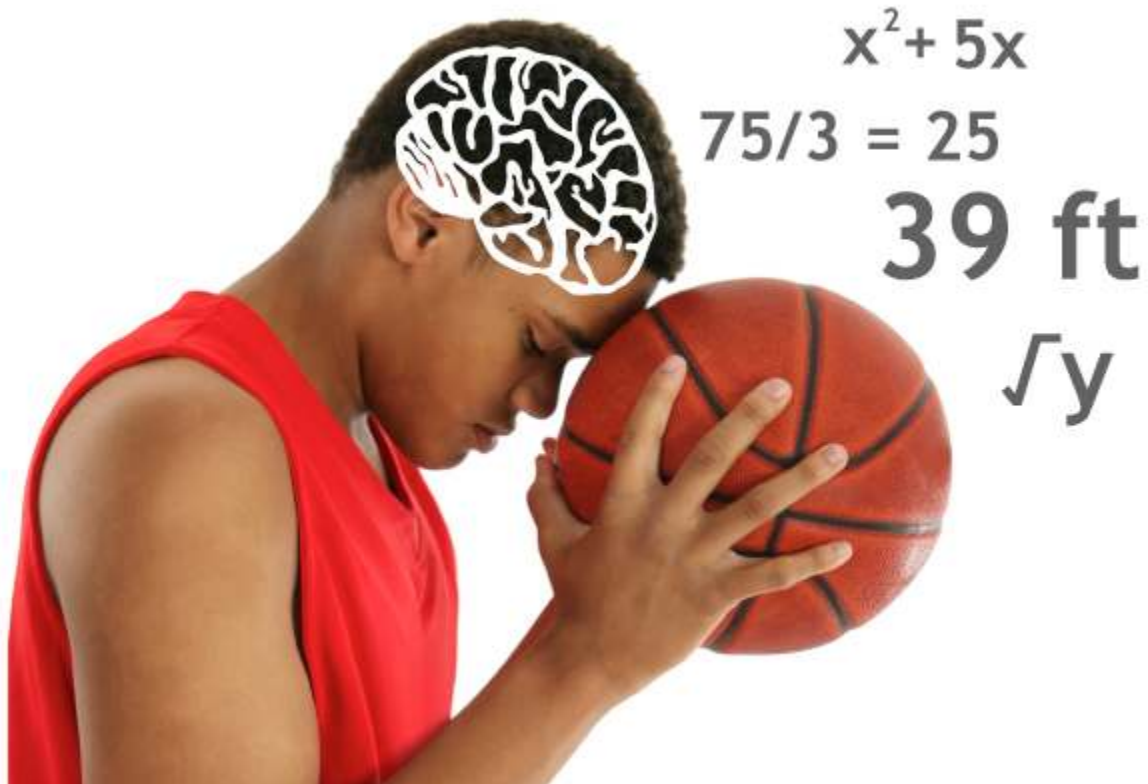
Please use the shooting drills to correct their errors. This is a very important part of practice. Shooting time needs to be the part in practice where the coaches are instructing the most.

To get more additional shooting drills please go to our website www.proshotsystem.com and look for our shooting drills videos.

V.

THE MENTAL SIDE

THE SCIENCE OF SHOOTING



17. “FIX IT!”



Accurate shooting is similar to a science experiment. When you fail in a science experiment, you figure out what the problem is and then fix it. Shooting a basketball accurately works in the same way.

There are four directions a basketball can miss: left and right, short and long. True shooting success revolves around the player figuring out the direction he or she is missing and then how to fix it.

The general thought is that players need to be thinkers in the classroom, but on the court they need to not think. In regards to accurate shooting, if you can't think, you won't be able to understand why you are missing. Poor shooters miss and miss and miss. They can miss the same direction every time and they do not realize how or why they are missing. Good shooters understand completely how they miss and then work to fix the problem.

One of the finest shooters we have ever coached was Sean Jackson from UC Irvine (his senior year Sean was second in NCAA Division I in three point field goal percentage). Sean had a motto in regards to shooting: **“I will never miss the same shot twice.”** And he rarely did. In one season his 3-point accuracy rose from 32% to 49.5% (second in NCAA) just because he understood that shooting a basketball is really a never-ending science experiment.

SOLVING PROBLEMS WITH SHOOTING

If your players don't put thought into how they are missing, they will always struggle with their shooting. Players need to understand the direction they are missing which should lead you into the different problems that they are encountering. Of course with every problem that they encounter, there is a cure.

Most players live in a shooting dream state. In other words, most lack understanding when they are shooting. If you ask a player how he or she just missed you will probably receive the answer, “I don't know.” Or even worse, a long blank stare because the players has no idea what you are talking about.

Players are not taught problem solving in sports especially in the art of shooting. But isn't that what accurate shooting is all about? Find the direction you are missing and the find out why you missed it that way.

STARTS WITH THE COACH

As a coach, you need to figure out how your players are missing as well. You would like to believe your players can figure out how they are missing (direction) and then proceed to fix it. Unfortunately most players do not have enough "shooting maturity" and if you believe they will fix it, you will be highly disappointed.

Less than 20% of your players will understand how they are missing in the first 2-4 weeks. During this time you will need to be their eyes, ears and brains. You will need to show discipline if they do not shoot correctly (if they miss to the sides, give them consequences).

As your players start getting more comfortable with this program, the brain will kick in and each shooter will have a tendency of improving his/her focus. Make sure players don't continue to miss the same shot over and over again. A good idea is to explain to your program that good shooters rarely miss the same way twice. In other words, they are always correcting their mistakes.

So the real question is: How do you get your average and poor shooters to become quality shooters? We get this question all the time. It starts with the player fully understanding how he or she is missing. If a player doesn't understand how he or she is missing, that athlete will keep missing the same way.

We call this "shooting awareness." Two years ago we were working with a D-1 player who was a terrible shooter (he was on scholarship because he's 6-8 and plays like Rodman). He proceeded to miss 14 straight shots to the right. I asked him, "How did you just miss your shots?" He had no idea. He paused and said, "Short." And there was his problem.

Once again, shooting is really no different than a science experiment. Identify the direction that you miss, figure out why you are missing this way and then fix it. It is really a three-part process. Self-improvement in regards to shooting a basketball must start with self-awareness. It is the job of the coach to constantly stay on his or her players about how they are missing. While shooting accurately must be important to the player, it is the coach's responsibility to remind each athlete about shooting awareness.

18.

CONFIDENCE IN SHOOTING



There is a large contingent of basketball coaches that believe shooting is all about confidence and that you are actually born with confidence. This maybe the biggest pile of garbage we have ever heard. No psychologist in America will claim, "You are born with confidence." In regards to confidence, you are basically born a blank slate. Over time you develop confidence through past positive experiences.

In sports, confidence comes as a result of success on the field or court. In other words, the better a player becomes, the more confident the player becomes. We get parents that call to set up a private lesson with their child. The comment we get most often is, "My child lacks confidence. That's all." When we start working that player out we instantly notice he/she lacks confidence because they lack skills and experience.

In shooting a basketball, greatness starts with shooting form and practice. The better the technique and the more you practice with these proper shooting form, the more shots you make. The more shots you make, the more confident you become. It's really that simple. Confidence does not help you make shots. Making shots is about shooting form and practice. In truth, confidence helps you to take shots. The more difficult the situation, the more confidence you need.

So why isn't confidence part of the shooting process? The jump shot is very quick. Usually 0.6-0.8 seconds. Almost a blink of the eye. The brain goes on automatic pilot. The reflexes take over led by shooting techniques developed through practice. To be a great shooter a player needs to take shots in games. The more confidence, the more shots they generally take.

Occasionally you will come across a confident player who is a terrible shooter. Why? Because they lack proper shooting technique, a practice plan and don't understand their shot. Please remember for a player to become a great shooter, technique and practice must occur before confidence.

Confidence ALONE doesn't work well in life. You wouldn't have a doctor operate on you without education, training and practice simply because he has confidence. You wouldn't fly in a plane with a pilot who lacks pilot skills and understanding of a plane simply because he/she is a confident individual. So why is shooting a basketball any different? It's not.

It's really simply math. Proper shooting techniques + practice=confidence.

VI. PHYSICAL SIDE THE ART OF SHOOTING



19.

FOREST SHOOTING COMPONENTS

The Pro Shot System is based around an acronym called the FOREST. It features six components that work together to produce an accurate, quick and comfortable shot. We have gone into much greater detail in our videos and eBook, “Pro Shooting Secrets.” Also, in April 2015 please look for “The Pro Shot System” which will also detail the FOREST as well.

The FOREST stands for:

FINGER:

The Index Finger is the straightest and strongest finger...Keep it straight...Finger above the rim and through the rim...Hold follow-through until ball hits the rim.

OFF HAND:

Important for balance and to alleviate tension...Touch off hand to shooting wrist...This allows the shot to be balanced (like a diver) and gives the shooter the same shot every time. If your off hand pulls down you will be off balance. If your off hand is tense, you will have too much tension in your shot.

RHYTHM (The Dip):

The Shooting Dip gives a player additional power and great rhythm...It is like the backswing in golf and tennis...When catching the pass you want to dip the ball down to the waist to the thigh...This is not a slower shot if you do the dip in a quick motion...All great shooters dip the ball...If you don't dip you will usually push the shot.

EYES:

Poor shooters often stare at the rim...They are 100% focused on the rim and the rim only...We believe it greatly helps to see the release go through the rim...Focus is not about staring aimlessly at a target. It is really about Focusing on you—the shooter...We also believe that advanced shooters follow the ball in flight after they release the shot...We believe shooters that watch the flight of the ball have better arc because they are subconsciously studying their arc.

SWAY:

Players that struggle with shooting often shoot straight up and down... They land in the same spot they start at...By doing this, they lose power in their shot, their shoulders and neck tense and they lack range... When you you're your shoulder back it causes your feet to sweep forward to maintain balance ...This gives the shoulders more relaxation which gives the shot more arc. The sway is where you get a large portion of your shot's power.

TURN:

We believe squaring the feet and both shoulders to the basket makes little sense...Great shooters align their shooting hip, shoulder and elbow to the basket...Just like shooting darts...We call this alignment the “Shot Line”...When you have a quality Shot line to the basket , you will receive less tension in your neck and shoulders.



20.

MISSING LEFT AND RIGHT SIDE:

THE DO'S

- SHOULDER / HIP ALIGNED TO BASKET (Feet Turned)
- ONE EYE SHOOTING
- USE EYES CORRECTLY
- OFF HAND TOUCHING OR CLOSE
- USING THE FINGER

THE DONT'S

- FEET SQUARE TO THE BASKET
- TWO EYE SHOOTING
- STARING AT RIM
- OFF HAND PULLING DOWN OR TO THE SIDE
- FINGER OFF TO THE SIDE

Good shooters miss short and long. Poor shooters miss mostly to the sides. It's really that simple. If you constantly miss to the sides, you are a poor shooter. If you miss short and long, you are either a good shooter or will be a good shooter with time. Remember that young players miss predominately to the side.

The #1 reason why players miss to the side is due to the arm moving to the side. The arm is stronger than the wrist and hand and therefore it is easy for players to miss to the side when not focusing. One Eye Shooting is the key here.

When a player's hand or arm flails to the side, there is little chance of making the shot (1%). When the player is straight on his/her shot, he/she will generally make 50%-80% of the shots (depending on the player's shooting ability).

If your players are shooting poorly, the first thing to think about is: How are they missing? The answer is usually that they are not focusing. In other words, they are not putting the finger up and through the rim.

A good shooter will miss 10% (or less) of all of misses to the side. Poor shooters, in comparison, will miss 60-80% of their shots to the side. When shooting to the side, you have virtually no chance of making your shot.

Missing left or right is due to: using wrong release fingers, the finger going to the side or the arm flailing to the side. Missing to the sides is NEVER acceptable. As a coach, you must constantly REMIND your players that missing left or right will NOT be permitted. Have consequences for missing sides. Run the player or do pushups (ball pushups preferred).

Also, make sure EVERYONE holds his or her follow-through (until the ball hits the rim or net) on each shot. It not only looks better, but it greatly helps the shooter to understand what is correct and what is incorrect with the shooting release.

21.

MISSING SHORT:

THE DO'S

- SWAY SHOULDERS AND SWEEP FEET
- SHOULDER AND HIP ALIGNED TO BASKET (Feet Turned)
- NATURAL GAIT TO START SHOT
- OFF HAND TOUCHING WITH OFF ARM BEING RELAXED
- EXTENSION ABOVE THE RIM

THE DONT'S

- SHOOTING STRAIGHT UP AND DOWN
- FEET SQUARE TO THE BASKET
- SHOULDER WIDTH TO START SHOT
- OFF HAND ABOVE SHOOTING HAND OR FULL OF TENSION
- EXTENDING BELOW THE RIM

For college and professional players, missing short is easily the #1 direction a player misses. For some players it may result in as much as 70-80% of their overall missed shots.

The main reason a player misses short is not based on "the legs" like it is widely believed (bend your knees more), but instead it concerns shoulders. Players are taught at a young age to shoot straight up and down. This technique leads to tense shoulders and missing short.

You need to sway your shoulders back and sweep your feet forward. Please note that this is not a fade away. A fade away is based when a player lands on one foot. The "Sway" is based around landing on two feet. This technique also allows you a few more inches of space to get the shot off. It also helps a shooter receive more range.

Make sure when you are shooting that you are not tensing your shoulders and neck muscles. When this occurs, you will have a tendency of being short. Players should relax their shoulders and neck and shoot more with the shooting arm (don't throw it, however) and follow-through.

Another reason why a player misses short is because of a poor extension. This happens quite a bit at the youth level. As players get older, their extension usually rises. During this time, however, the shoulders broaden leaving a player to miss constantly short. The concept of shooting straight up and down decimates the arc resulting in a high percentage of missed shots.

Please note that there are two categories that are included in both missing to the sides and missing short. They are: THE OFF HAND and THE TURN.

The Off Hand is important because when it flails it can cause the shot to miss to the side AND when it tenses or goes higher than the release hand, the shot also tenses causing it to become short.

The Turn helps greatly with tension and keeping the shot straight. When a player squares the feet to the basket, the shoulder alignment is off 4-5 inches to the basket. Squaring the feet also causes great problems because the shoulders square as well. When this occurs, both shoulders pinch the neck causing tremendous tension. The result is usually a short shot.

22.

MISSING LONG

Missing long is all about tension and not relaxing. When missing long, there is too much tension somewhere in the body, which leads to a throwing motion. Tension comes from two areas: the hands and neck/shoulder region. If you hold the ball too hard, naturally you will shoot too hard as well. Relax the hand and shot will become softer.

The majority of tension involves the shoulders and neck. Tension reacts differently with each player. Some players that tense in the shoulders and neck miss short (usually players that lack strength). Others, however, will miss long when tensing here. If missing long, relax the shoulders and shoot less with the shoulders and neck.

Lastly, if you continue to miss long, you are obviously trying too hard. You should relax and even smile. Strange as it seems, it does work.



23.

NAVIGATING THE PRO SHOT SYSTEM: THE TEAM AND PROGRAM

Coaches need to fully understand that when you are teaching an entire team (program), you need to teach in segments (clusters). This is how the human brain works in learning new information. You simply can't teach shooting form by giving the players all of Pro Shot's techniques at the same time. It becomes brain overload and you will see little if any shooting progress.

You should not proceed to the next level until your players are effective in the current level. Please understand that you may sometimes have to go backwards and reteach concepts if your players start struggling. Coaches must constantly review the techniques of the components they have taught.



Today's education system is built around clustering information. This makes things easier to learn for the students. The problem is that we have allowed our students to believe that it is okay to forget. History class is probably the academic subject that is most guilty of doing this. Many times history teachers will say, "At the end of the week we have a test on chapter 5, 6 and 7." The student goes home and studies hard on those chapters and takes the test. After taking the test, the student now focuses on the next chapters and tends to forget information from previous chapters.

As a coach, you cannot allow this to happen. You must stay on your players 24/7/365 regarding shooting techniques. Coaches need to fully understand that becoming a great shooting program is a long-term process. Greatness is not about a quick fix. It never is. **To become a great shooting program, it is a marathon and not a sprint.** Coaches and players in your program must fully understand this.

The Pro Shot System has eight stages when teaching your team/program the art of shooting. They are:

- 1) **The Mind:** Teaching the Pro Shot System starts with the mental side of great shooting. Coaches need to fully understand and explain:
 - Coaches Have "Bought-In" to the Pro Shot System
 - Each Player Needs to Believe in the Pro Shot System
 - If players resist, there WILL be consequences for their actions
 - Have Patience: At first there will be more misses than swishes
 - Be open minded to change and to unfamiliarity.
 - Always be aware of the direction you are missing.
 - Take baby steps when learning anything new.
 - Focus on creating awareness and developing discipline

- 2) **Initiating Rhythm:** After your players understand the mental side you should move on to make sure they have great rhythm in their shot. The shooting dip is that rhythm. It makes no sense to teach

another component until you get the dip working. Dipping gives a player the needed power to be a successful shooter.

- Use the shooting dip bounce drill when warming up
- For players struggling with dip, have them touch the ball to the thigh for a few days to create awareness of the dip
- To encourage the dip, have players throw high passes which should force players to want to dip the ball
- Make sure the dip is fluid and quick, there should be no pauses
- Teach Green Light, Red Light and Yellow Light. Always dip the ball on the catch

3) Be Straight: Being straight is so crucial to becoming an accurate shooting. We have never seen a quality shooter that missed consistently to the side and we never will. If a player misses often to the side, they are either a poor shooter or an inexperienced shooter. It is crucial to stop your players from missing to the side.

- Start with the Eyes following release through the rim
- Make sure that players understand where the release goes the ball will follow.
- Teach Alignment and explain Shot Line.
- Teach One Eye Shooting.
- Teach Off Hand especially for youth and middle school players
- Lastly, focus on the Finger. The final checkpoint to shooting straight

4) Eliminating Short & Long Misses: Once you have reduced your team's side misses it's time to focus on developing better shooting arc. Having quality arc is crucial at all levels, but it really becomes vital at the high school varsity, collegiate and professional levels

- Teach Sway by focusing on using the shoulders correctly.
- Make sure everyone is dipping correctly. Poor dip leads to poor arc.
- Focus on hitches and dramatic two motions shots. Having these in a shot will lead to poor arc.
- Explain the four degrees of arc and have players actually watch their arc after the ball has left their release (the Eyes)

5) Shooting Quickness: Once your players are straight shooters and are starting to develop quality arc, coaches need to focus on developing shooting quickness. We believe both the 1-2 step and the hop should be taught to players. That being said, we also believe the hop is quicker and more rhythmic than the 1-2 step shot. The 1-2 step gives you restrictions. With the 1-2 step shot, you are basically anchored into a set position before pulling up to shoot, the pass must be a quality pass for you to shoot accurately and on balance, and with the 1-2 step you predetermine your pivot foot. With the hop, the pass can be off to the left or right and a player should be able to catch it and shoot it. In other words, the hop gives you flexibility, quicker reactions, choice of a pivot foot, and establishes better and quicker rhythm.

- Use the Hop Drills (see videos or Pro Shooting Secrets)
- Teach the hop off of the pass
- When shooting off of the pass, mix good passes with poor passes
- Teach the hop of dribble
- Make sure when shooting off the dribble, the dribble is hard and quick

6) Getting Used to Shooting with Defender Closing Out on You: Once your teams are straighter shooters, have more arc on their shot and are quicker shooters, it's time to put defenders on them. We would estimate there is a 50% drop off from shooting in practice to shooting in a game. In other

words, if you shoot 60% in drills, you probably shoot close to 30% from the field. So why the drop off? Why is there so much game slippage? We believe it is not so much about conditioning (which is what many coaches will believe), but more about getting used to players closing out on them. Today's players play less 1-on-1 than players did two decades ago. Resulting from this, many current players do not get used to shooting with a defender near them. It is imperative to have shooting drills that have a defender closing out on the shooter. This way the shooter gets used to defense and having a defender closing out on them with a hand in the face.

- 7) **Increase Range:** Once you have taught alignment, achieving more arc, shooting speed and have implemented drill with defenders, you can start focusing on achieving better range. Please make sure that this is only done if your players are having success shooting from the three-point line and in. A player increases range through the sway. The further out he or she shoots, the more a player comes forward. Power in a jump shot is not derived from how high you jump or how much you bend your knees, but rather how efficient the shoulders are positioned. In other words if you focus on the shoulder “sway” and the “one eyed shooter” the players strength will not be as limited and range will increase.

- 8) **Coming Off Screens:** One of the final steps in teaching the Pro Shot System is to get your players to understand the footwork in coming off screens. We believe the down screen is actually one of the hardest shots in basketball unless you work on it every day. That being said, only a few players per team are quality shooters to come off of a down screen and hit it occasionally. We would estimate the down screen is a 20% shot in a game for most high school players and 30% for quality shooters. Middle school and high school coaches see a Kyle Korver or JJ Redick on TV come off a screen and think, “That’s a nice play. It would work well as a play for my team.” It looks good for the pros and the great college shooters, but it really is an advanced shot. Here’s a few things to consider in regards to teaching coming off screens:
 - Start with mid-range shots at first (15-17 feet)
 - Only advanced to three pointers if your players are accurate with mid-range
 - To be good at this, your players must do it every day
 - The hop is actually easier to use when coming off a screen
 - Use fade screens, flare screens and back screens to create shots for set shooters
 - Use ball screens, penetration, and give-and-go plays for shooters who can create or shoot off the dribble

24.

TEACHING THE PRO SHOT SYSTEM: THE INDIVIDUAL

Teaching the individual player is much different than instructing a group of players. When teaching Pro Shot to a player, the coach needs to follow the formula

- 1. IDENTIFY the direction the player is missing**
- 2. IDENTIFY why the player is missing**
- 3. FIX THE PROBLEM**

It is crucial for a coach to make sure the player fully understands how he or she is missing. If a player does not understand the direction he/she is missing, it becomes impossible for the player to fix the problem. Shooting awareness (understanding how and why a player misses) is the most important shooting aspect to become an accurate shooter.

THE CHART

It is important to have a shooting chart regarding missing percentages. We tell our players think of 100% of all of your misses. Now estimate what percent is missed to the SIDES (we will put both left and right together), SHORT and LONG. Write down these totals. They have to equal to 100%.

Once a player can see on paper what the totals are is when he/she can get to work and focus on NOT missing. It truly sounds like negative thinking. The player is supposed to understand how he/she is MISSING? Yes, because that player will not be able to understand how to fix the shot if he/she cannot comprehend what direction is being missed.

The player may not fully understand what direction they have missed and this is when the coach needs to step in and give them additional feedback regarding what they have seen.

MISSING ALL THREE DIRECTIONS

If a player is missing in all three directions, it becomes impossible to fix everything at once. It always becomes brain overload. Overthinking and the player will fail to improve his/her shooting.

The worst way to miss is to the side. Side misses must be corrected immediately. A player cannot be a GREAT SHOOTER by missing to the side. We have never seen a great shooter that missed often to the side and we probably won't.

Once you reduce missing to the side, you next need to focus on missing short. Make sure that you fully understand why a player misses to the short and then FIX the problem.

Sometimes players will focus on fixing one shooting aspect so much that the player may regress and start missing a way that you have already covered. If this occurs make sure that you cover those techniques again.

If your player has reduced missing to the sides (they now shoot straight) and missing short, you now have to focus on missing long.

There is really no order you need to follow when teaching the system to an individual player. The key is to eliminate the directions that he/she is missing and then move on to the next direction. It's a formula for true shooting success.

25.

THE 12 STEPS TO SHOOTING GREATNESS

We've heard the expression, "Rome wasn't built in a day." Perhaps as coaches we need explain to our players, "Stephen Curry wasn't built in a day either." Shooting greatness comes in steps. You can't become Ray Allen or Stephen Curry in a month. Today's players can be very naïve to how the process works to becoming a quality shooter. Many are impatient and want it NOW and if it doesn't come immediately they will go back to their previous flawed form.



These shooting steps start at the most elementary level of having a player shooting by him or herself and making shots from a few feet away on a driveway, in a gym or at a playground basket. The final steps are for advanced players that not only take over a game, but also can hit the game winning shot to win a championship. Very few players ever get to these shooting levels.

The majority of high school players that lack shooting form will be stuck between Step 1-5. They can't get to the next step simply because they lack the discipline to practice and use proper form. Players need to be aware of these 12 Steps and be told constantly the importance of discipline, dedication and patience.

Here are the 12 Shooting Steps for a Player:

1. Making shots with stationary shooting (practicing by self)
2. Making shots increasing range by jumping (practicing by self)
3. Making shots in drills (team practice)
4. Making shots while pushing the pace: going game speed (individual practice)
5. Making shots in scrimmage (team practice)
6. Making shots in games vs poor competition
7. Making shots in games vs average competition
8. Making shots in games vs good competition
9. Taking over late vs poor/average competition
10. Taking over late vs good competition
11. Hitting the game winning shot
12. Hitting the game winning shot for championship

VII.

GAME TIME



26.

GAME ACTION



If you believe shooting is important, make sure your offense is based around shooting. If your mindset is to get the ball into the post **every** time, your team will be one-dimensional. If your offense runs the Flex offense **only** for layups, then shooting is not for your team.

Offenses that work best in the Pro Shot System revolves around 4 or 5 players out (meaning 4 or 5 players playing on the perimeter). Offenses at the youth, high school, collegiate and professional level that shoot a lot of threes are usually based on dribble penetration.

Since the advent of the three-point line in the mid 1980's, basketball has greatly changed from the midrange jumper to focusing more on the long-range shot. Obviously, offenses have changed to focus on the three point shot.

We hear coaches always talk about “Pressure Defense” but what about Pressure Offense? The biggest problem with high school and college basketball are the low scoring games. Sometimes it can be almost unwatchable. If I see another high school game in the 30's my head may explode. Teams just don't score as much as they use to.

Coaches will look at this and immediately point the fingers at poor shooting and yes, that is a large part of it. But an equal part is the lack of aggressive basketball. Here's an example: In the 1980 NBA season teams scored 11 ppg more than in 2015. Bad shooting... right? Wrong. Teams are taking 12 less shots per game (24 for both teams). Less fast breaking and more over coaching (coaches who demand control).. In other words, “Slow it down!” Shooting numbers in the NBA are actually up but the scoring numbers are down.

Same thing applies with high school and college basketball. Basketball fans like to believe there was a “Golden Age” in shooting. There actually was never a Golden Age in Shooting. I started coaching in 1982 and 30 plus years later there are the same amount of “bricklayers” now as there was then. The only difference is that the shot selection is different now thanks to the three-point line.

If you want to score points, you have to put up shots. If you put up 40 shots a game, you are not going to score points. It's that simple. We believe in attack basketball, which is built on dribble penetration (also known as the dribble drive). Think of it this way—Let's say you are on defense. How do you want offense to be played against you? Probably unaggressive and passive. You probably don't want them to attack. So why would you ever play at the offensive end the way the defensive actually wants you to play? It makes no sense.

When I coached I saw the coach's role as sharing the blueprint of success with the team. This was especially evident on the offensive end. It was my job to give my players this blueprint and oversee it. The player's job was to build the house via the blueprint. The problem that we see is that coaches not only have the blueprint, but they want to build the house, lay the concrete, put in the plumbing, become the electrician AND landscape the front yard. In other words, they want to micromanage their team to the point that there are 20 passes before a shot is taken.

The better shooting team you have, the less structured you need to be. With a quality shooting team you basically need to have your players understand spacing, dribble penetration, moving the ball quickly, and having your “biggs” know when to kick it out.

It is also crucial for your players to understand who your best shooters are. While this sounds ridiculous that they may not know, I have seen it happen. Coaches need to remind their players every practice and game of who needs to shoot the ball. REMEMBER: Becoming a good shooter often starts with the pass. If your shooters never receive the ball, they can't shoot the ball.

WARMING UP BEFORE GAMES

We would estimate 95% of all high school teams and 90% of all college teams warm up the same way. They come out onto the court in two lines and do layups. One is the layup line and the other is the rebound line. Then after 5-10 minutes the layups lines turn into shooting lines. So basically one player is shooting at a time.

One warm up drill before a game that we just shake our heads at is where the entire team is lined up around the free throw line and the key. One player shoots one free throw and the players rotate. Too much standing around and this one free throw isn't going to help get the player "shooting ready" for the game.

The key to a proper warmup is to get as many reps in within the warm-up time. You will not get reps in if only one person is shooting at a time. Try to come up with a way that you get five shooters shooting. Will it look like a circus? Possibly. Will a few balls hit each other? Possibly. Will your players quadruple their shooting reps in warmups? Absolutely.

Remember: Get creative to get more reps.

GOOD SHOT AND BAD SHOT

While shooting form is very important and reps are crucial as well, shooting a quality shot in a game is vital. Obviously your percentages will increase with wide-open looks especially at the collegiate and professional levels.

All coaches must make sure they are constantly reminding their players what a good shot and what a bad shot is. When you think of a good shot, the first thing that comes to mind is an uncontested shot. And, of course, a bad shot is a contested shot. Hand in the face probably fading away.

But there are other types of bad shots that players will "force up". They include:

- 1) **Time Management.** This is when a player takes a poor shot when they didn't have to at the end of a game. The clock is winding down with your team ahead and you are more focused on the clock and one of your players takes the "ill advised" shot.
- 2) **Out of Range.** Some players will lose track of where they're actually standing on the court OR will have too much confidence and believe they can shoot from the cheap seats.
- 3) **Out of Ability Level.** Some players shouldn't shoot anything past two feet. Why? Because they literally have no form or technique on their shot. You don't want to put a red light on players, but with some players you have to because, while they may help you with their defense, hustle and rebounding, they will destroy you with their shooting.

It is crucial that when players take a bad shot in practice that a coach stops the action and says something. It must be communicated what is a quality shot and what is a bad shot. Same thing should always apply in a game.

SHOOTING CHART

Consider using a game-shooting chart of how players are missing. You can take this off video or have a coach, parent or manager track this during the game. This will help you greatly. I get coaches that contact me saying, "Coach, the shots just aren't falling in games." I ask the coach, "How are they missing?" The Coach usually responds, "I don't know." There is no excuse for this. Coaches MUST know how their players miss in games.

Regarding the shooting chart, show it to your players and explain it. You may have players that miss 80-90% of their shots in the same direction and fail to realize it. With the shot chart, it now makes them face the problem head-on.

27.

THE GREEN LIGHT



We live in an age where many youngsters believe they are entitled. We had X and Y Generation and now we are in the "Entitled" Generation. Every parent wants to believe his or her Bobby or Susie is something special. That one day their child will grow up to cure cancer, become the President or make us forget about Michael Jordan. In the process, the child often embraces this. There is nothing wrong with dreaming the American dream. Unfortunately, in the process many young athletes believe they are entitled and privileged.

We have actually heard players say, "I'm on the team so I should play." In other words, "because I am a living and breathing creature and I have a uniform, I have the right to play."

Playing time should come down to what have you done in practice lately and recent successes (or failures) in game competition. We believe in the notion: "What have you done for us (the team) lately?" NOT, what did you do for our team four years ago or even a month ago. What have you done for us THIS week? In this entitlement age, many players believe they should always possess the green light for shooting. In other words, they should be able to shoot in a game at all times.

Any coach that gives his or her entire team the green light is begging for disaster. As a coach you need 3-4 shooters to have a prolific shooting team. Chances are very likely you will not have 12 shooters. Every player is NOT entitled to have the green light in a game. They earn this title by spending hundreds and thousands of hours honing their shooting skills.

Think of it this way. Imagine you're a CEO of a big company and everyone in your company--from your top salesman to your janitor--you promote to vice president. How successful would this be? You would be out a business in a few days.

If you find a player that "buys" into your shooting system and beliefs, practices their shooting often and make shots, promote them to green light. If you have players that shoot their way, don't practice shooting much and are "brick layers", then give them the red light. Good shooters earn the green light label. It's as simple as that.

VIII.

LAST THOUGHTS



28. COACHING IDEAS & BELIEFS

10 COACHING TIPS FROM PRO SHOT SYSTEM

Follow these 10 ideas and beliefs and your players and team will become more accurate shooters:

- 1) Sell the Program EVERY DAY and make sure your coaches are onboard
- 2) Don't ever yell, "Make Your Shot" to your players. Explain to your players why they miss instead.
- 3) Give your best shooters the Green Light. Give Red lights as well. Players should earn their "lights."
- 4) Stay on your players 24/7/365 regarding proper shooting techniques.
- 5) Constantly correct your player's form. Never be satisfied.
- 6) Make sure your drills are process based and not shooting drills that are result based.
- 7) Preach the mantra of: How did you miss (direction)? Why did you miss? FIX IT.
- 8) Have consequences for players that do not shoot the correct way.
- 9) No more excuses for why your team is poor at shooting. You are in control of their shooting from now on!!!
Take ownership for your program's shooting success.
- 10) Realize that drills are used primarily for reps. Drills alone do not improve a player. Coaches need to focus on proper form and correcting flawed form in those

29.

THE SWEET SIXTEEN

16 SHOOTING TIPS FROM PS SHOOTING SYSTEM

1. Proper shooting starts with proper technique. You can do drills for 8 hours a day, but you will not get a whole lot better unless you have proper technique.
2. Alignment is the key to keeping the shot straight. Align your shooting shoulder, elbow and hip when shooting. The best shooters in the world align their Shooting shoulder because they are straighter this way and it is more comfortable.
3. You can follow your shot BUT do not run after it.
4. A player should NEVER think about making the shot or the ball going in.
7. Look at the center of the rim for full shooting effectiveness. If you look at the back at the rim, you will probably hit the back of the rim.
8. When open, hold the ball loose. If you hold it loosely, you will get more touch.
9. When catching off of the pass, players must dip the ball (usually to the thigh) to achieve better power and rhythm on the shot
10. The guide hand is important for balance and to eliminate tension in the shot.
11. A shooter has no balance when starting shoulder width. Find out what is the best gait for each player.
12. The best shooters actually follow the flight of the ball with their eyes after they release it.
13. Do not BEND the knees. Instead, FLEX the knees. Bending leads to stiffness and becoming slower.
14. The Hop is much quicker, more rhythmic and more balanced than the 1-2 step shot.
15. The difference between a poor shooter and a good one is ALIGNMENT and the RELEASE. The difference between a good shooter and a great one is THE SHOULDERS (how relaxed they are).
16. To get shooting arc and additional power, sway your shoulders which will make your feet to sweep forward.



29.

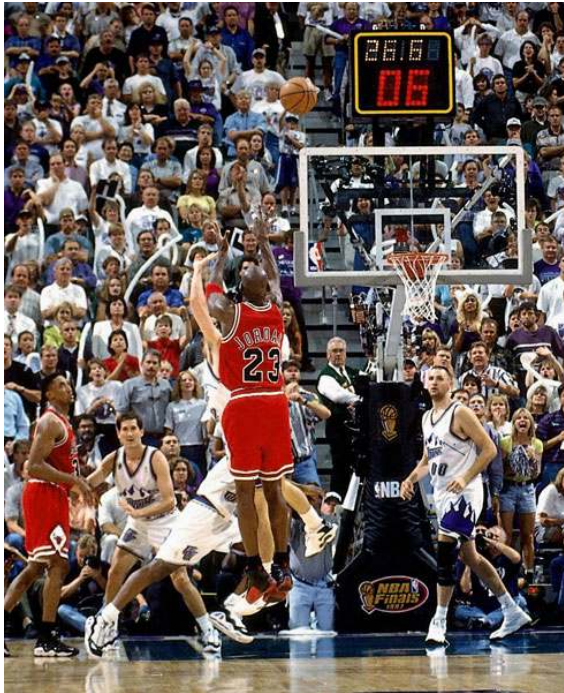
TEN DEADLY LIES OF SHOOTING



- 1. Shoulder Width**
Leads to an off balanced shot, while producing additional tension in the shooters and neck because of strength gains.
- 2. Bend Your Knees**
Forces the shot to become slower. The more a player bends, the more difficult it becomes as well.
- 3. Shoot Straight Up and Down**
Produces tension in the shoulder and neck region. Shooting straight up and down reduces arc on a shot. This is the number #1 reason why players miss short.
- 4. Square Feet to Basket**
Forces the player to have tension in the neck and hurts the shot's alignment (forces the shoot to the right and left).
- 5. Follow Your Shot**
The worst shooters follow their shots. Don't run after it like a dog chasing a ball. This is a large reason why players hurry their shots. Focus more on technique than on the rebound.
- 6. Start Shot Above Head**
Leads to developing a shot that constantly falls short. Unless you're a post player, it is impossible to start your shot above your head. A player starts his/her shot where that player catches it. Normally it is the chest region.
- 7. 1-2 Step is the Quickest Shot**
The "Hop Shot" is actually much quicker. The 1-2 Step is based on shooting with large muscles (your quads), while the 1-2 step uses toes and small/quick muscles.
- 8. Aim for the Back/Front Part of Rim**
What you aim at is usually the area that you want the object to go to. If you focus on the back or front part of the rim, doesn't that mean you will probably hit the back or front part of the rim?
- 9. Think About Making It**
The worst shooters think about "Making it!" Why is this positive command so bad for a shooter? Because the player is led by results and not by the process. Results destroy a shooter.
- 10. Don't Dip the Ball**
One of the biggest lies is that a player should never dip the ball. This allows a player to generate more rhythm and power on the shot. By not dipping the shot becomes a push shot.

31.

SHOOTING & TRAINING QUOTES



- Becoming a great shooting team/program is a long marathon--not a sprint.
 - If you can shoot, you will win.
 - Shooting is the most important fundamental skill a basketball player can possess. Shooting is for everyone, no matter a player's height, weight or genetic makeup.
 - "It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." **Charles Darwin**
 - "A writer writes" and "a painter paints" and "A shooter shoots."
 - At first there will be more misses than swishes
 - The Pro Shot System Doesn't Fail.
It's players that fail the Pro Shot System.
 - "You will always miss 100% of the shots you don't take."
Wayne Gretzky
-
- "Excellence is not an act, but a habit." **Aristotle**
 - "Without self-discipline, success is impossible." **Lou Holtz**
 - "Learn to do things right and do them every time." **Bob Knight**
 - "If we don't change the direction we're going, we're likely to end up where we're headed." **Chinese Proverb**
 - "When the student is ready, the teacher will appear." **Buddha**
 - "He wins who scores more points than his opponents in basketball, and shooting is the backbone of the game."
Bill Sharman
 - "I always believed that if you put in the work, the results will come. I don't do things half-heartedly. Because I know if I do, then I can expect half-hearted results." **Michael Jordan**
 - "When I was young, I never wanted to leave the court until I got things exactly correct." **Larry Bird**
 - You be in control of your shot. Don't let your shot be in control of you.
 - "You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way." **Michael Jordan**
 - "Mental is to Physical as three is to one." **Bob Knight**
 - A great shooter is a straight shooter.

32.

AMAZING NUMBERS

In December 2014, Pro Shot contacted a Mid-West basketball scouting service and asked one question, “Can you get feedback from high school and college coaches regarding shooting?” We had tried over the years to get responses to what college and high school coaches were thinking in the art of shooting. Unfortunately, we believed the answers were biased because coaches were telling Pro Shot what we wanted to hear. Having an outside company definitely would have the coaches become more truthful.

We heard from nearly 1,200 coaches (774 High School Coaches and 421 College Coaches). Pro Shot believes these answers are quite shocking, but may tell the truth why so few players shoot the ball well.

Do you consider shooting to be important to your team?

HIGH SCHOOL	Yes 86%	No 14%
COLLEGE	Yes 96%	No 4%

Do you teach shooting during the season?

HIGH SCHOOL	Yes 8%	No 92%
COLLEGE	Yes 6%	No 94%

This truly amazed us. So few coaches actually coach shooting during the season.

What fundamentals of shooting do you find most important?

HIGH SCHOOL	Square up 62%	Follow through 31%
COLLEGE	Follow through 87%	

The square up destroys players and look how many high school coaches believe it's the most important factor. Notice the high response from college coaches regarding followthrough.

Do you feel knowledgeable in breaking down a player's shot?

HIGH SCHOOL	Yes 4%	No 96%
COLLEGE	Yes 16%	No 82%

Both College and High School Coaches believe they do not have the understanding to breakdown a player's shot.

How many more wins do you think you would get if your team was better shooters?

HIGH SCHOOL	6-8 more wins 84%
COLLEGE	8-10 more wins 87%

This was one of the most amazing stats. Coaches don't teach shooting during the season and don't feel qualified to breakdown a shot BUT they believe it can give them 6-10 more wins per year.

Who do you think should be teaching kid's to shoot?

HIGH SCHOOL	Youth coaches (before high school) 81%
COLLEGE	High School Coaches 97%

The Blame Game here. College coaches believe it's the high school coaches responsibility. High School coaches blame youth coaches. Can someone take some responsibility here?

Would you rather have a players with great athleticism or great basketball skills?

HIGH SCHOOL: Athletes 72% Skills 28%
COLLEGE: Athletes 45% Skills 55%

Find it's interesting how few high school coaches want the skilled players and would rather go with athletes.

In your experience can players be taught to be great shooters?

HIGH SCHOOL: No 75% Yes 25%
COLLEGE No 12% Yes 88%

A complete reversal between the high school and collegiate coaches. High School coaches by a majority don't believe a player can improve in shooting. College coaches feel quite the opposite.

Do you believe shooting is a talent or a skill?

HIGH SCHOOL: Talent 81% Skill 19%
COLLEGE: Talent 39% Skill 61%

Talent is a trait you are born with. Skill is something you work hard at. High School coaches basically believe you are born a shooter. College coaches believe shooting is something you work at.

Which do you believe is more important for players to be great shooters?

a.) focusing on shooting form and technique

b.) getting up shots and getting in reps

HIGH SCHOOL: Form 12% Reps 88%
COLLEGE: Form 94% Reps 6%

This is absolutely amazing. Look what high school coaches believe in regards to reps. They believe you will become a quality shooter through reps alone. College coaches once again feel opposite.

If you had a below average shooting team what is the first step you would take to improve your team's shooting ability?

a.) focus on form and technique in practice

b.) stay positive in practice to instill confidence in your players

c.) execute drills in practice to give your players more shooting reps

HIGH SCHOOL: A: 9% B: 24% C: 67%
COLLEGE A: 74% B 4% C: 22%

Once again college coaches are about technique and high school coaches are about reps.

Is there an abundance of good shooters at the high school level for college coaches to pick from?

HIGH SCHOOL: Yes: 93% No: 7%
COLLEGE Yes: 3% No: 97%

WOW!!! These coaches are on a completely different level.

Are there enough GREAT shooters in high school basketball for college coaches to pick from?

NOT SCORERS – KNOCK DOWN SHOOTERS

HIGH SCHOOL Yes: 83% No: 17%
COLLEGE Yes: 2% No: 98%

And the beat goes on!!!!

33. CONCLUSION

Coach, thank you for your interest in the Pro Shot Shooting System. On March 1, 2015 we will launch the eBook, "The Pro Shot Shooting System." This will focus on the techniques of the Pro Shot Shooting System.

Hopefully this eBook answered many questions that you might have had. If you have additional questions now or at any time please feel free to call (877-892-NETS) or email Pro Shot (proshotssystem@yahoo.com). We want to be available to all coaches anytime throughout the course of the year. Also please watch as many of our videos as possible. We believe the videos will answer many questions on the System.

We stand behind our System and believe we can help your program to becoming one of the best shooting teams in your league, section and perhaps even state.

As I reiterated throughout this handbook, we hope that not just the head varsity coach believes in the System, but the entire staff. If two coaches are teaching the System, but three others are teaching different shooting aspects, then that program is doomed to fail. All coaches must be onboard to successfully run the PS System.

Also, please keep me posted regarding how your team is shooting, especially during the season. We are very interested in each program that uses the Pro Shot System. Thanks again.

