Primary School Age MTB Coaching
A Great Audience!

We can make a huge impact on the future of mtb and in the lives of children.
But first let’s talk about a marketing concept:

**Segmentation**

You cannot offer everything to everybody
Pick your intended audience and become a specialist

It’s all food, but…
Potential for growth teaching mountain biking to kids:

• Not incremental: number of students can more than double each year

• Excellent retention: over 60%

• Year after year attendance

• Cycling is gaining popularity
Possible steps:

• Choose to target this audience
  • Draft a plan
• Ask a panel of parents/friends what kind of sport activity they would want and how much they would pay
• Reach-out to the school system
• Re-evaluate your plan: is it sustainable?
• COMMUNICATION: your audience needs to know what you are up to!
Do it before opening for business
Mission: to ignite a life-long passion for the outdoor at a reasonable cost for the family.
You are in a good place if:

• Your intended audience is interested

• You have a communication plan in place

• You have a coaching program (DO NOT adjust an adult audience program)

• You have accessed your coaching team and they are all trained and on board
You are in a great place if:

- You have community support
- You have your municipality interest and support
- You have a great place for a mtb school (terrain for various abilities and progressions, away from traffic, parking facility)
- Your national cycling federation runs a kids program for you to join
Two possible approaches:

- During school hrs
- As an after school activity
Whatever the approach, you and your mtb instructors will make the difference

Willingly or Unwillingly, Positively or Negatively...
You will be a role model all of the time you are with them.

Goals:

1- Mentor young human beings: how to behave in a group, why respect nature

2- Train athletes: attitude, mobility, balance…

3- Coach mountain biking skills: and they will learn quickly!
• YOU NEED AN AUDIENCE AND A PLAN (including a marketing plan)

• YOU NEED A GOOD COACHING PROGRAM (get certified, join a cycling federation program, school or after school…)

• YOU NEED A COOL PLACE OR PLACES TO PRACTICE (private, city park)
SOME HINTS:
Everything you do has to be designed and executed with the intended audience in mind, which is school age kids and their parents.

- Communication: what do they read? where do they shop? (Decathlon, ToyStore…); there are some great web portals for parents that will publish your courses.
- The schedule has to consider family logistics Terrain and artificial obstacles have to consider kids age and skills
- Make it social: birthdays/celebrations (Christmas lesson, mtb graduation at the end of the year…)}
DO NOT ADAPT ADULT PROGRAMS FOR KIDS

- Different needs
- Different physiology
- Fun factor
The role of the instructor is key to a great kids program:

• Be a great coach and have fun!
  • Have/Give structure
    • Be patient
    • Promote safety
• Reward the process, not the outcome
  • Invest in your own training
THE IMBA OPPORTUNITY:

• Leverage on the reputation/visibility and programs of IMBA (Take a Kid MTB day…)
  • Shared Best Practices among IMBA EU members
    • Raise the overall standard
      • Network
    • EU coaching certificate
Merci
Thank you
Grazie

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