

*A practical guide on how to win more matches by becoming a more efficient and effective competitor.*

As a tennis player you have the ability to play better matches and win more of them. *The Art of Winning Tennis* gives you a system to improve. We start with the individual game of the set itself. Our system examines your physical and mental progression, enabling you to upgrade your movement and performance from shot to shot and point to point. Our system seamlessly integrates the technical (physical) aspects with the tactical (mental/emotional) components, providing a comprehensive approach to elevate this performance.

We aim to give you much more than how to hit great shots. Irrespective of your current skill level, we will provide you with a detailed strategic and tactical plan to enhance your performance, leading to improved results and increased success in your matches.

*The Art of Winning Tennis* emphasizes the importance of shifting focus from oneself to the opponent, encouraging players to analyze and understand their adversaries. By bringing the opponent back to the forefront of their thinking, the player creates the best possible context in which to improve as a competitor.

In this book, we present a groundbreaking approach to tennis data analytics that seamlessly integrates match performance with practice sessions, and vice versa.