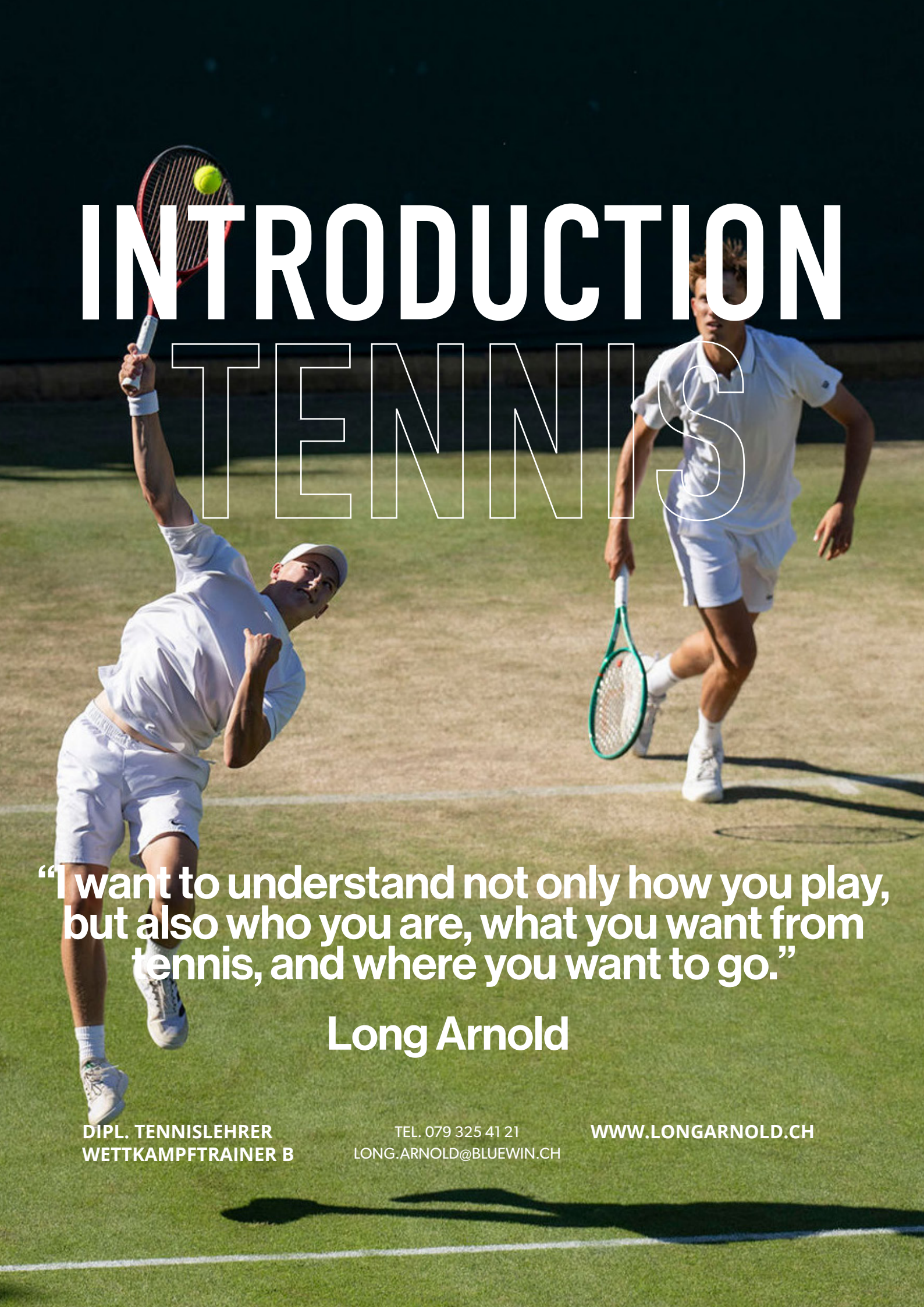




INTRODUCTION TENNIS

“I want to understand not only how you play,
but also who you are, what you want from
tennis, and where you want to go.”

Long Arnold

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PRINCIPLE

“Every player brings a different story, different abilities and different potential.”

I don't believe in treating players as numbers, levels or available places in a timetable.

Every player brings a different story, different abilities and different potential. My responsibility is to understand that difference — and build the coaching environment around it. Whether junior or adult, every new player starts with a conversation and an introduction on court.

I want to understand not only how you play, but also who you are, what you want from tennis, and where you want to go. The first lesson is not simply an assessment. It is the beginning of trust.

- 1. We start by getting to know each other - either in a group or private lesson.*
- 2. I assess your potential, your abilities, your talent on court.*
- 3. We find the right environment that meets your schedule and your budget.*
- 4. Once you are placed into the right environment, development begins.*

I am not looking for perfection. I am looking for potential and direction.

„I am assessing a player's developmental trajectory, rather than simply deciding whether they are “good enough” for a particular group.”

Long Arnold



4 Levels of Introduction

1. We start by getting to know each other

Before deciding where you belong, I want you to experience my coaching and for me to understand your expectations.

For juniors, this also means understanding the child's personality, motivation, previous experience and developmental needs.

For adults, I want to understand your goals — whether you want to learn the game, improve your technique, play socially, compete, or simply enjoy tennis as a lifelong sport, or return to tennis the sport that you loved.

2. I assess you on court

A short assessment gives me much more information than a ranking or a description of your playing level.

I look at:

- technical foundations
- movement and coordination
- tactical understanding
- learning ability
- adaptability
- motivation
- potential for further development

I am looking for potential and direction.

3. I find the right environment

A good group is not simply a group of players with a similar level.

The right group also needs the right dynamic, rhythm and atmosphere.

For juniors, I consider development, age, personality, playing level and social compatibility.

For adults, I consider playing ability, expectations, personality and what kind of tennis

experience you are looking for.

Sometimes the best solution is an existing group. Sometimes it is a private lesson. Sometimes it takes a little time to find the right combination.

4. We build from there

Once you are placed into the right environment, development begins. I observe how you learn, how you respond to correction, how you deal with mistakes and how you interact with others.

The group may change as you develop. Your goals may change too.

For Juniors

A child is never just another player in a group.

I want to create an environment in which a young player can:

- feel secure enough to learn,
- challenged enough to grow,
- and supported enough to keep going.

Technical development matters. But so do confidence, resilience, responsibility, enjoyment and character. My goal is not simply to teach a child how to hit a tennis ball. It is to help them develop through tennis.

For Adults

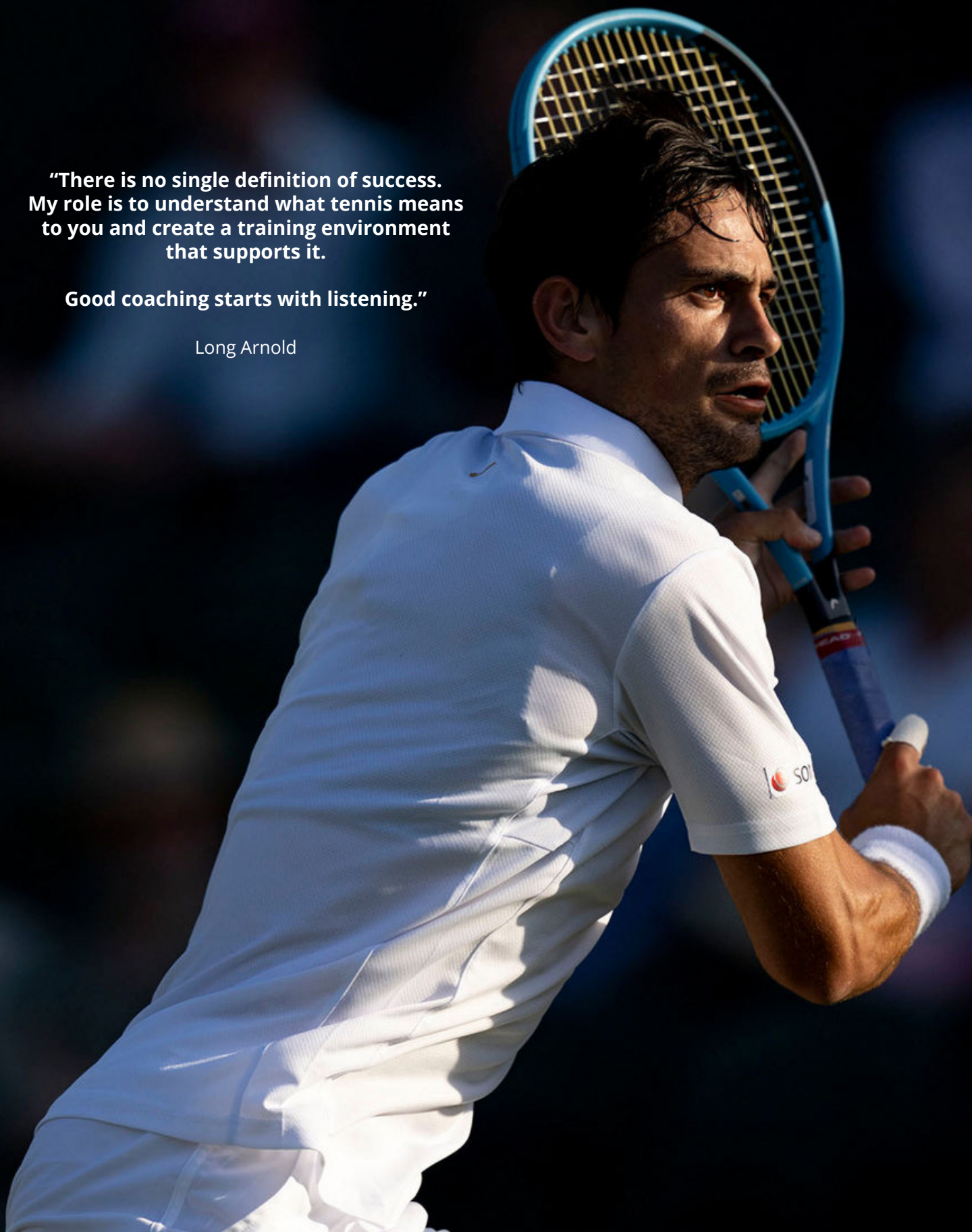
Adults come to tennis for very different reasons.

- Some want to improve.
- Some want to compete.
- Some want to return to a sport they once loved.
- Others simply want to enjoy playing with good people.

**"There is no single definition of success.
My role is to understand what tennis means
to you and create a training environment
that supports it.**

Good coaching starts with listening."

Long Arnold



September 2026

TENNIS IS MY SPORT

In my blog, I share my decades of experience working with players of all ages and skill levels. Here you will find articles on topics such as technique, mental strength, personal development, and the deeper values that tennis teaches.

Tennis Experience

www.longarnold.ch/blog

