



**TOPSPIN**PRO®

## Affiliate Program Information



## TopspinPro - Key Information

- ✓ **Tried & tested:** Used by 100,000+ people in 87 countries since launch in 2015
- ✓ **Recognised:** Endorsed by Australian Tennis Professionals Coaches Association (ATPCA) & [Featured by Nike](#)
- ✓ **It works:** 88% of our customers rate the TopspinPro 5-star

## Customer Reviews:

### “Pure Genius.”

Marjorie Blackwood - former Canadian #1

### “An amazing product.”

Director of Tennis at large US-based club

### “It's an unbelievable training aid to get huge amounts of spin“

Tennis coach with 50,000 subscribers on YouTube

### “A brilliant tool ”

Director of Tennis at an elite tennis academy in Barcelona

## Intellectual Property:

### Patents:

US: 9,623,312 B2

Europe: 003143544-0001

Japan: 6374402

Australia: 2014209998

China: 201490000530X

### Trademarks:

US: 5072848

Europe: 3143544

Japan: 6282515

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## Why the TopspinPro works

Over 90% of the game is now played with topspin because it is the only way to control the ball with pace. Mastering it unlocks an exponentially better level of tennis. The TopspinPro combines both the kinaesthetic and visual elements essential to **accelerated learning**:

- it lets you feel what it's like to *brush* the ball, not hit it, and
- the screen forces you to keep the racket face angle constant throughout the shot.

Watch our short video for more details:



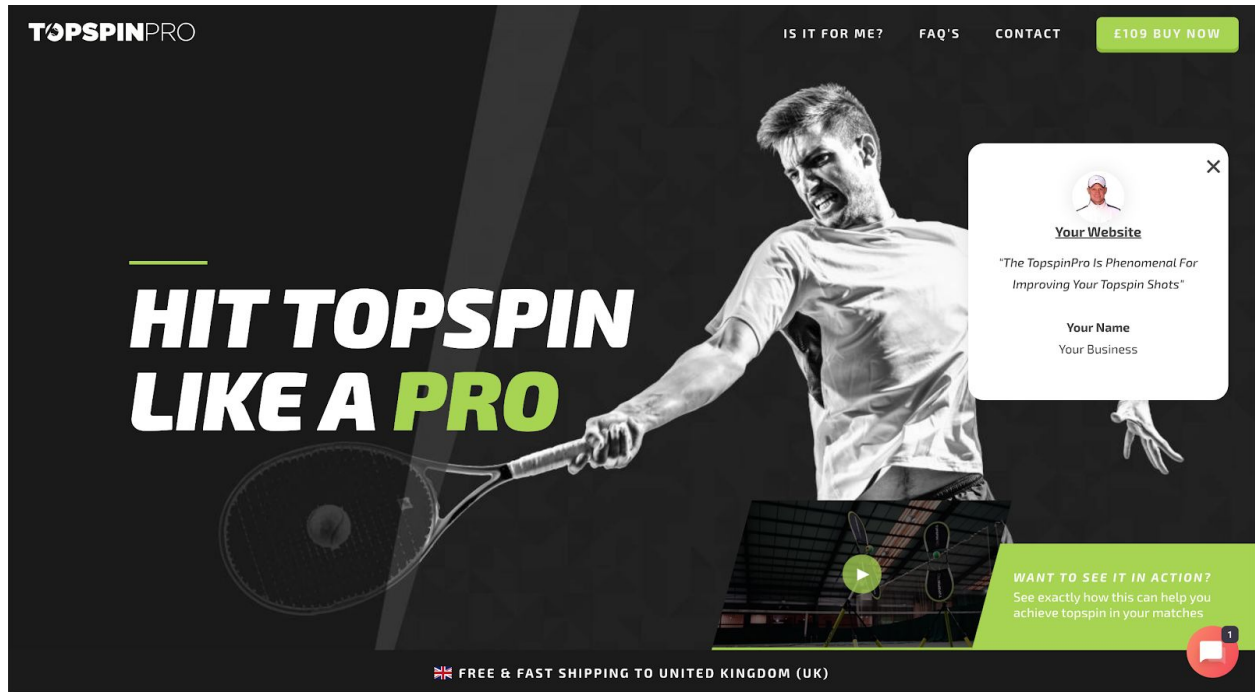
## How the affiliate program works

This model suits people or organisations with an online audience, such as an email list or Facebook group to promote the TopspinPro to. You'll refer people to TopspinPro.com using your unique affiliate link (we'll set up for you, or can be generated via your affiliate dashboard - details will be sent to you after we add you to the system), and for each sale that we make from your referrals, we'll pay you a commission.

## TopspinPro.com Affiliate Features

### Show custom content (aka 'hand-holding') on TopspinPro.com

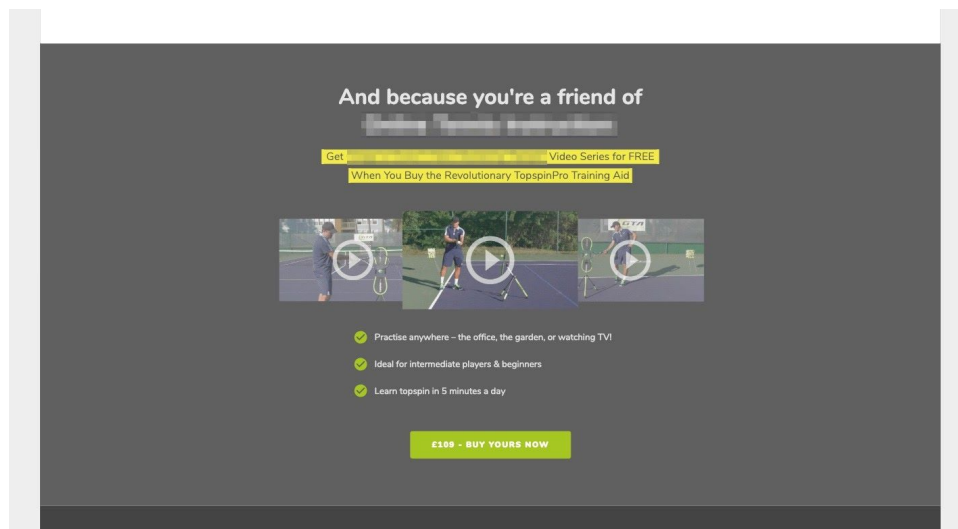
To provide last-minute reassurance, guidance and maintain a connection between you and the customer while they're on TopspinPro.com, we've added the ability for you to add snippets of text alongside a picture of you on key pages.



## Feature your own bonus content on TopspinPro.com

A powerful way of incentivising the sale is to offer a bonus if they buy the TopspinPro through your affiliate referral link.

This often comes in the form of a small video course related to the TopspinPro or topspin. We've added the ability for you to do this seamlessly so that as the customer starts the process of buying the TopspinPro, they'll see information and images about your bonus.



## Tips & Strategies

### Banner advertisements

We're seeing very low rates of conversion with banners, and as such **wouldn't recommend sending paid traffic directly to your affiliate referral URL.**

Banners are fairly likely to be stopped using an ad-blocker. They might attract a few sales, but more often attract clicks from the curious. They are perhaps better for only supplementing other efforts.

### Creating promotional material

In contrast to banner advertising, or PPC, creating educational video content around topspin, and getting the most from the TopspinPro is currently providing the best ROI that we've seen.

This works well for both top-of-funnel (attracting new leads and building interest) and for incentivising the sale (by presenting this as bonus content on the TopspinPro.com checkout).

Tailor your content around your audience. As an example, if you're selling to coaches, they might appreciate advice and guidance on managing larger class sizes using drills with the TopspinPro. For the recreational player, broader advice on topspin which features the TopspinPro might be a better bet.

### Social Media

Be sure to use the hashtag **#topspinpro** on Instagram, Twitter and Facebook so that we can help promote your posts



## Key TopspinPro points

Below are a series of key points about TopspinPro that you might want to communicate in your content.

### Where to stand

A common criticism is that the screen is too steep (see “Objections”). This is made a lot worse if the player stands too close to the TopspinPro. What happens then is as they swing up they tend to fold the arm across their body. The proper way to use the product is make sure it is well out in front. So the player makes contact and can still extend slightly into the shot. This allows the elbow to clear the body and rise right up so the shoulder to elbow is parallel to the ground.

### Progressions

There are a variety of progressions we recommend to players depending on their level and how quickly they absorb new learning. Here are a couple of suggestions.

1. Make a ‘flat hand’ and pretend it is a racket and lightly brush the ball to make it spin. And then make a bigger and bigger stroke.
2. Choke the grip up to the racket throat and start with an abbreviated swing expanding until using a full stroke.
3. Use a normal grip and start with an abbreviated swing expanding until using a full stroke.
4. Immediately after using the TopspinPro drop a tennis ball with your opposite hand in front of you, let it bounce and replicate the stroke you used on the training aid.
5. Once you’ve mastered this ask someone to feed you balls from the same side as the net. And then ask them to move to the other side of the court.

### Feedback loop

The feedback loops I intended were as follows:

1. Is the ball spinning properly? Yes/ No  
(it's really hard to make it spin without the correct technique)
2. Did you manage the ball without hitting/touching the screens? Yes/ No  
(if you made it spin but hit a screen, chances are you wrapping your racket over the ball - the wrong way to hit topspin)

### Other Shots

Some other coaches have been able to teach a variety of shots. E.g. Slice backhand, Drop shot, Kick serve & Slice serve. So it's worth exploring other uses.

## Common objections

### “I’m an intermediate player - will it work for me?”

The TopspinPro was designed for rapid learning in recreational players, but we have received a lot of feedback from NTRP 4.0 players and above who have used the TopspinPro for a variety of reasons - some have used it to change the way they apply topspin - hitting up at a tangent rather than wrapping the racket head over the ball which results in a lot of inconsistency. Some have used it to improve their spacing from the ball, recovery and footwork. Others have used it for the serve.

### “The screen is too steep” OR “it doesn’t allow me to hit through the ball”

We’ve been asked that question a couple of times. And rightly so, the swing path isn't as steep as our screen.

The main idea behind the TopspinPro is to give people a feel for spinning the ball and to encourage the racket through a windshield wiper arc (see <http://www.youtube.com/watch?v=y8AJYfkJ4hc>)

So the screen is there a) to act as a visual guide to reflect the right racket face angle (75-80 degrees) through the contact zone, and b) to force players to keep it constant - **i.e. make it impossible to roll the racket face over the ball.**

Despite the swing path being closer to 60 degrees, having the screen at 75 degrees actually works a lot better for a number of reasons:

1. During a learning phase this **exaggerated angle** is essential to forcing an upward part to help generate spin
2. The TopspinPro isolates the focus on getting the arm and hand biomechanics working correctly, but people automatically add the weight transfer & 'momentum' component back into the swing when they progress to live ball training
3. It helps people understand the common misconception that the swing is concave. It is in fact convex - it starts shallow, dips briefly to get the head below the ball and then moves up dramatically - see here <https://www.youtube.com/watch?v=KHLzbvR3Xr4>

### “Should I buy this or the Eye-coach?”

We love the Eye-coach, and recommend using it - but the EyeCoach & the TopspinPro are for completely different purposes.

The EyeCoach is for focusing the eye & timing. You can't really use it for the technical elements

of the stroke. It's just as easy to hit the ball on the EyeCoach with terrible technique as it is with perfect technique. We know Lenny the inventor of the EyeCoach, and although the ball can rotate, he agrees, it is not designed for learning topspin.

The TopspinPro on the other hand is specifically for TOPSPIN and it's all about technique. The big differentiator is the screen, which makes it very hard to hit the ball the wrong way. There is nothing else out there that will teach you topspin faster - you'll see results practically instantly.

Lisa Dodson, ex-WTA pro, made this video talking about the distinctly different value of each product <https://www.youtube.com/watch?v=zEj5pjFhjQ>

## Terms

### General

- Good communication should be upheld to ensure we can ensure stock availability. We'd recommend getting in touch with us as early as possible ahead of any campaigns you run
- Returns will be handled entirely by TopspinPro directly with the customer who will contact us via our live chat or contact form on TopspinPro.com
- Commission currently is only able to be paid on TopspinPros - not yet other products
- "Clean" referral links (see the Features section of this document) are available on a single domain name that you own, and cannot be a public platform such as Facebook or YouTube
- We don't permit the use of the name 'TopspinPro' in any form for website URLs (eg <https://topspinpro-uk.com>); social media profiles, such as @topspin\_pro or @topspinpro\_uk; or in any way that implies you officially represent TopspinPro
- We don't permit the use of any modified TopspinPro brand assets, such as separating the words "Topspin" and "Pro" in the logo
- For approved campaigns, we can provide a demo unit.

### TopspinPro Pricing

Our pricing is as follows:

Country	Website price
UK	GBP109* (inc free shipping)
USA	USD139* (inc free shipping)
EU	EUR119* (inc free shipping in Western Europe)
Canada	CAD199* (+ shipping)
Australia	AUD169* (+ shipping)

\* Commission paid on this number less tax & free shipping costs - details below

## Commissions

- 15% of sale price of unit, increasing to 25% after 5 sales
- Commissions are based on the value of the product and currency of the customer order and converted into your preferred currency at the rate on the day of payment
- If any discounts are applied to an order, commissions will be calculated on the discounted price
- Referrals (sales from links from you to us) are calculated monthly, and commissions are paid for sales older than 2 months to account for our 60-day money-back guarantee
- We pay commissions on the 1st of every month
- For planned campaigns where we expect a high volume of sales, we pay 50% of commissions within 7 days of the campaign completion and the remaining 50% after 60 days. This ensures that we can pay you promptly, but still deduct commissions from sales that were refunded as part of our 60-day money back guarantee.
- In countries where we include free shipping in the price, we subtract the cost from the price of the product in the respective currency to cover shipping fees, before paying commission. See the outline below.

## Commission examples

### **USA (free shipping for customer):**

Sell price: USD139

Free shipping costs: (USD10)

Amount commission paid on: USD129

Commission: USD19.35 (@ 15%) or USD32.25 (@ 25%)

### **UK (free shipping for customer):**

Sell price: GBP109

Less VAT at 20% : 90.83

Free shipping costs: (GBP8.33)

Amount commission paid on: GBP82.50

Commission: GBP12.38 (@ 15%) or GBP20.63 (@ 25%)

### **Western & Central Europe (free shipping for customer):**

Sell price: EUR129

Less VAT at 20% : 107.50

Free shipping costs: EUR7.50

Amount commission paid on: EUR100

Commission: EUR15.00 (@ 15%) or EUR25.00 (@ 25%)

**Canada (no free shipping):**

Sell price: CAN199

Amount commission paid on: CAN199

Commission: CAN29.85 (@ 15%) or CAN49.75 (@ 25%)

**Australia & New Zealand (no free shipping):**

Sell price: AUD169

Amount commission paid on: AUD169.00

Commission: AUD25.35 (@ 15%) or AUD42.25 (@ 25%)

## Resources

[Brand assets & photo pack](#)

## Contact Information

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