

The 7 Silent Killers Destroying Youth Sports Facilities

A BUSINESS HEALTH DIAGNOSTIC FOR FACILITY OWNERS

What if the reason your business isn't growing is because *you're* still running it?

You didn't get into youth sports training to spend your evenings chasing down unpaid invoices, your weekends fielding parent complaints, and your mornings wondering why last month's memberships didn't renew.

You got into this because you love developing young athletes. You believed in the mission. You saw kids transform under great coaching.

But somewhere between opening day and today, your dream became a trap.

You've become the business—and the business can't grow without you.

THE CONTROL AUDIT: Answer Honestly

☐

Are you personally responding to every lead inquiry?

☐

Do parents contact *you* directly when they have questions or complaints?

☐

Would your business fall apart if you took a two-week vacation?

☐

Are you the only one who truly knows how everything works?

☐ Do you find yourself working 50-60+ hours per week but seeing little revenue growth?

☐ Are you constantly firefighting instead of planning ahead?

THE DIAGNOSIS

If you checked 2 or more boxes, here's the truth:

You don't have a business. You have a job you can't quit.

And it's costing you more than sleepless nights and missed family dinners.

It's costing you \$50,000+ per year in lost revenue.

The problems you're experiencing aren't random bad luck. They're not because you're not working hard enough—you're already working too hard. They're not even because you lack passion or expertise.

They're systematic failures caused by one thing: manual control that doesn't scale.

The 7 challenges destroying youth sports facilities nationwide aren't isolated problems. They're all symptoms of the same disease—businesses built on the owner instead of systems.

THE 7 SILENT KILLERS

1

THE MISSED LEAD CRISIS

The Problem: You can't answer the phone while you're coaching—and 67% of inquiries never get a callback within 24 hours.

WHAT THIS COSTS YOU

\$3,000-\$5,000/month

ANNUAL LOSS

\$36,000-\$60,000

***What This Looks Like:** It's 9:15 PM. You're finally sitting down after practice when you check your phone. Three missed calls. Five Facebook messages. Two web form submissions—all from this morning. Your stomach drops. You know they've already called your competitor. By the time you respond tomorrow, they'll say "we already signed up somewhere else."*



Our facility responds to 90%+ of leads within 90 seconds

2

THE MEMBER CHURN DEATH SPIRAL

The Problem: 50% of new members quit after their first year—and you have no systematic way to keep them engaged.

MEMBER LIFETIME VALUE LOST

\$6,000-\$9,000 each

ANNUAL COST AT SCALE

\$100,000+

What This Looks Like: Another cancellation email. "Thanks, but Billy's going to focus on school this year." No warning. No conversation. No chance to save the relationship. You thought they were happy. You never saw it coming. Because you had no system watching for the warning signs.



We have automated retention campaigns that engage members at 3, 6, and 12-month milestones

3

THE PARENT COMMUNICATION BREAKDOWN

The Problem: Parents expect updates, progress reports, and immediate responses—but you're drowning in operational tasks. Poor communication drives 30% of cancellations.

COST PER CANCELLATION

\$2,000-\$3,000 LTV

REFERRALS LOST

3-5 potential members

What This Looks Like: A parent corners you after practice, visibly upset. "I sent you three emails about Emma's knee injury and never heard back. I don't even know if she should be training right now." You don't remember

the emails. They got buried under 147 unread messages. The parent is already mentally shopping for your replacement.



Parents receive automated progress updates and injury protocols without us lifting a finger

4

THE INVISIBLE FACILITY PROBLEM

The Problem: Your facility averages 12 online reviews. Competitors with 50+ reviews win the Google search—even if their programs are worse than yours.

QUALIFIED LEADS LOST MONTHLY

15-20 prospects

PARENT DECISION FACTOR

87% check reviews first

***What This Looks Like:** You Google your own business. You're on page 2 of results. The top three competitors all have 60+ glowing reviews. You know your training is better. You know your coaches care more. But to the parent searching "youth sports training near me," you're invisible. And they'll never know what they're missing.*



We generate 10+ new 5-star reviews every month systematically

5

THE STAFF TURNOVER CHAOS

The Problem: High coach turnover (common in youth sports) destroys service consistency—and you have no documented systems for training replacements.

TRAINING TIME PER COACH

ANNUAL OPPORTUNITY COST

40+ hours of your time

\$80,000+ (160 hours)

What This Looks Like: Your best hitting coach just gave two weeks' notice. He's moving for grad school. The parents love him. Kids request him by name. Now you're scrambling to find a replacement, train them on your methodology, and pray parents don't cancel. You're starting from scratch—again—because nothing is documented.



We have documented SOPs and training systems that make new coaches effective in 2 weeks, not 2 months

6

THE OWNER'S TIME TRAP

The Problem: You're personally doing \$15/hour tasks (answering emails, scheduling sessions, chasing payments) instead of \$500/hour strategy work (partnerships, marketing, growth planning).

WEEKLY ADMIN TIME

20+ hours low-value tasks

ANNUAL OPPORTUNITY COST

\$520,000 in lost strategy

What This Looks Like: You planned to spend Monday morning working on that partnership with the local high school. Instead, you spent three hours manually rescheduling makeups because of last week's rainout, fixing a billing dispute, and responding to "what time is practice tonight?" texts. It's noon. You're exhausted. The partnership email sits in your drafts—again.



My calendar is primarily filled with high-value activities: strategy, relationships, and growth—not administrative busywork

7

THE SEASONAL CASH FLOW ROLLERCOASTER

The Problem: Revenue spikes in spring and fall, then crashes during summer and holidays. You have no predictable systems for off-season engagement or reactivation.

OFF-SEASON REVENUE DROP

30-50% decline

ANNUAL REVENUE LOST

30-40% of potential

What This Looks Like: December hits. Memberships drop 50%. Payroll doesn't. You're stressed about making rent in January and February. You know March will pick up, but that doesn't help today. Every year it's the same cycle—and you still have no system to smooth out the peaks and valleys.



We have automated off-season engagement and reactivation campaigns that generate predictable year-round revenue

THE CHOICE

You Now See the 7 Problems Clearly.

You've probably recognized yourself in 4, 5, or maybe all 7 of these scenarios. If that feels overwhelming, take a breath.

This isn't your fault.

These aren't failures of effort—you're working harder than almost anyone you know. They're not failures of passion—you care more about these kids than most coaches ever will.

These are system failures.

You Can't Fix This By Working Harder.

You've been trying that for years. The missed leads, the churn, the communication breakdowns, the invisible online presence, the staff chaos, the time trap, the cash flow stress—they all come from the same source:

Your business runs on you, not on systems.

The Choice Is Binary:

Path 1: Keep Doing What You're Doing

- Personally handle every lead (and miss 67% of them)
- Manually chase down parents for reviews (and stay invisible online)
- Work 60-hour weeks trapped in \$15/hour tasks

- Lose another \$50,000 this year to fixable problems
- Watch your competitors with better systems pull ahead

Path 2: Build a System That Runs Your Business

- Automate lead response and qualification (24/7, under 90 seconds)
- Systematize retention so members stay for years, not months
- Generate predictable reviews and referrals every month
- Free yourself from the administrative quicksand
- Grow revenue while reclaiming your time and sanity

The Y Sports Growth System™ Was Built For This.

We've spent years engineering a complete operating system specifically for youth sports facilities—because we watched too many passionate owners like you burn out trying to run a business on willpower alone.

This isn't generic software. It's the McDonald's-style system your facility has needed from day one.

Schedule Your Free 15-Minute Business Health Assessment

In 15 minutes, we'll:

- Audit your current systems (or identify where systems are missing)
- Pinpoint your #1 revenue leak
- Show you exactly what's fixable in the next 90 days
- Give you a clear action plan—whether you work with us or not

This isn't a sales pitch. It's a diagnostic.



SCHEDULE YOUR ASSESSMENT NOW

www.Built4Conversion.com

Time-sensitive: Assessment spots are limited to 10 per week.

**The Real Question: Will you get help before you lose another
\$50,000?**

Every week you wait, you miss \$750-\$1,250 in lead revenue, lose 2-3 saveable members,
and waste 20+ hours on tasks that could be automated.

Y Sports Growth System™

Predictable Enrollment. Maximized Retention. Automated Operations.