

Top 10 Tips For Opening Your Pickleball Club

1

KNOW YOUR AUDIENCE

Define who you're serving — retirees, competitors, families, or all. It guides your programs and marketing.

🎯 Customize memberships by age, skill, or group.

6

BUILD YOUR COMMUNITY

Create opportunities for players to connect. Host launch parties, social mixers, corporate days, and friendly tournaments.

🎯 Engage with messages & announcements.

2

LOCATION IS EVERYTHING

Ensure access, parking, and space for extras. For indoor vs. outdoor, consider climate control options.

🎯 Check local zoning laws & secure permits early.

7

EASY BOOKING & PAYMENTS

Make it quick for players to reserve courts, sign up for events, and pay online.

🎯 Streamline checkout & track revenue by type.

3

STRONG PROGRAMS FIRST

Offer open play, beginner clinics, leagues, and events right from day one to build a loyal community fast.

🎯 Automate caps, waitlists, and alerts to save time.

8

PUT MEMBERS FIRST

Focus on what players see, hear, and feel. Clean courts, friendly staff, and a smooth booking experience go a long way.

🎯 Make your app feel like home.

4

QUALITY COURTS & LIGHTS

Good playing surfaces and clear lighting can elevate the playing experience and keep players coming back.

🎯 Follow USA Pickleball's spacing & surface guides.

9

USE DATA TO IMPROVE

Track what programs are working, what times are busiest, and where to make adjustments.

🎯 Track trends and optimize with dashboards.

5

HIRE GREAT PEOPLE

Your staff represents your club — hire for attitude, reliability, and service.

🎯 Simplify booking & payroll with instructor profiles.

10

THINK GROWTH EARLY

Start simple, but build systems to scale — more courts, locations, or services.

🎯 Scale with roles and multi-site tools.