



Gary Long

Founder / Inventor at Ropebat.com

Leading off...

by Coach Gary Long

In two weeks the Rope Bat will be 4 years old. On June 12th, 2013, the first Rope Bat was made to help a 16 year old young man named Jake on the team I coached get connected, and it did. What has happened since then is truly amazing. Jake is now playing college baseball and over 3,000 Rope Bats are being used around the world helping take the mystery out of hitting and making it fun.

I get calls and emails each week from customers who have questions about how to use the Rope Bat more effectively. For months now Carol and I have been meaning to shoot a new and improved instructional video, but after looking at all the video we have already shot we decided to pick out the ones we thought would help the most and use them. The instructional video we have had posted was shot in September of 2014, and was our first video. The new one is posted here on this newsletter and will be posted on the website as well. Hopefully you will find this one more helpful. We feature Gabby and Jeff, who are both great hitters and are experts with the Rope Bat. Jeff is growing up before our eyes...he was

10 when we shot the first video and now he's 13. I have been working with him since he was 7. Gabby has been using the Rope Bat for over 2 years and as a sophomore was voted by her team mates as the MVP hitter on her high school team. She is D1 bound!

We are also currently in the process of updating our website and are excited about how it will be improved. Our goal is to make it more informative and user friendly. I will also start blogging, something I have meant to do since we got our website but have neglected. I see this as another way to communicate with those of you have questions or comments about the Rope Bat or hitting in general.

Although we don't have the dollars to advertise as we would like, our little business slowly but surely continues to grow. Word of mouth from you, our customers is a huge reason for this, and we really appreciate it. We use Facebook as well, so keep checking our Facebook page for specials we run periodically. We have added another new reseller in Vancouver, Washington. Their website is Toys for Universe, and although I don't consider the Rope Bat a toy, we are glad to add them to our growing list of resellers. We also like to hear your success stories and see your videos, so keep them coming.

I invite you to stop the instructional video at the following places to see exactly what the Rope Bat System teaches and how Gabby and Jeff are executing their swings with the Rope Bat and their real bats. Video your hitters from these same angles and compare your hitter's swing to Gabby's and Jeff. Notice how the rope is straight and the body is facing the pitcher in the contact position.

End of load position: 2:34 and 2:44

Contact position: 3:13, 2:39 and 2:44

Lag position: 2:59, 3:08, 3:25 and 3:33

Happy hitting!

Gary Long



How the Rope Bat Works--An instructional video to help hitters achieve the best results from the best swing trainer in the world!

To Square Up the Ball with the Rope Bat™ Hitters Must:

- Have a connected swing using their body, not their arms!
- Get the barrel on plane!
- Keep their hands inside of the ball!
- Create Lag!

With the Rope Bat™ Hitters Cannot:

- CAST**
- HITCH**
- LOOP**
- BE DISCONNECTED**



In our April Newsletter, we shared the news that we are a proud sponsor of the MiLB Round Rock Express. We have been doing live demos during league nights and this video is a compilation of some of the highlights. The kids really enjoy swinging the Rope Bat and its amazing to see the progress they make in just a few short swings.

INSTINCT OVER MECHANICS...

A few days ago, I stumbled across an article that was published by The Washington Post written by Adam Kilgore in May, 2013 entitled, *A Swing of Beauty*. The article was about Bryce Harper's exquisitely ferocious swing. A swing that, at the time of this article, had made him one of the best hitters in the game. Harper was hitting for power and average. He was performing above the league average against fastballs, cutters, curve balls, sliders, change-ups and splitters. Adam Kilgore stated, "If it can be thrown, Bryce Harper's swing can hit it."

Nationals General Manager Mike Rizzo, believed that what made Bryce Harper so special was the amount of bat speed he generated and the amount of rotation he had while remaining completely balanced. Nationals Hitting Coach Rick Eckstein said, "He [Harper] utilizes his entire body to execute his swing. Athleticism, strength and coordination happening simultaneously and calibrated to a split-second." University of Illinois physics professor Alan Nathan, an expert in the science of baseball weighed in pointing out that this is very complicated because, "You've got different muscle groups that are kicking in at different times. You don't want one muscle group to be fighting against another muscle group because that is when you lose energy." Former teammate, Nationals first baseman Adam LaRoche noted that Harper had an amazing knack for keeping the barrel of his bat in

the hitting zone longer than other batters. LaRoche said that most hitters had their bat in the zone for approximately eight inches. Harper kept his bat in the hitting zone for an astounding 1 ½ feet.

While the article seemed to focus on all the mechanics that Bryce Harper executed perfectly with each swing, one thing struck a chord. When asked about his swing, Bryce Harper's response was simply, "I don't know how I got my swing or what I did. I know I worked hard at it every single day. I know I did as much as I could with my Dad. *But I never really looked at anything mechanical.* There was nothing really like, 'Oh, put your hands here.' It was, 'Where are you comfortable? You're comfortable here. Hit from there.'"

Being in the swing trainer business, we hear about swing mechanics all the time. But the focus on mechanics causes many to break down the elements of the swing. Think about a car. When all the parts in the motor are performing together [connection], the motor hums and the car moves beautifully down the road. Now, let's think about the spark plug...a tiny mechanical part in the motor. If it doesn't fire properly, what happens? All of a sudden, there is a sputter. One simple little *mechanical flaw* causes that sputter.

The beautiful thing about the Rope Bat Hitting System™ is it forces the hitter to use proper mechanics without focusing on the mechanics. It trains the batter to look at the swing in its whole form...not broken down in parts...and it requires the body to instinctively adjust.

A great swing is the sum of many moving parts that come together in a connected fluid motion. Harper trusted his body. He knew what was comfortable for him; and he hit from there. His swing was instinctive. The Rope Bat Hitting System™ makes the body rely on its own instinct to accomplish its goal—hitting a ball using a rope. It requires *instinctive mechanics*—hands inside, load, swinging with the entire body, weight shifting to front leg, getting lag, keeping the barrel on plane...simultaneously and calibrated to a split-second... no sputtering. The result is a connected, powerful, intuitive swing that transfers to the real bat. A comfortable swing that a batter can trust at the plate.

THE LOST ART...

Another article we would like to highly recommend. This one about Eric Thames written by Travis Sawchik entitled *Eric Thames and the Transformative Power of Boredom*. The article talks about the time Thames spent in Changwon, South Korea. There were only two other American players with him during his time there and they both had families. The language barrier was a problem for him; so, for three years of his life, Thames spent the majority of his time alone...bored and angry. Angry that he had been exiled to the minor leagues--then to the second-best team in Asia. Angry that he was 0-for-15. It occurred to him that he had plenty of time to figure out what was going on.

Thames began filling those wasted minutes and hours meditating and becoming "mindful."

He read books that would give him perspective. One night, he stumbled upon a YouTube video of Barry Bonds. He noticed that it was hard to find videos of Bond *not* hitting home runs. He began searching for video of Bonds' full at-bats. After an exhaustive search, he found video of Bonds' full at-bats for home run Nos. 70-73 in 2001. Thames noticed that Bonds was getting pitches anyone would have swung at...including him...and Bonds was just like, "Nope." This led Thames to start studying strike-zone approaches and stuff like that. He put his ego in check and decided he would not get in the way of himself. In the dark of his apartment, he found the approach he wanted to try and emulate.

He began to remedy poor habits like swinging at everything. He began practicing visualization and imagining pitches of certain types, in a certain location, approaching home plate. He would balance a tablet on a counter or tabletop in his apartment and watch video of pitches trying to decide whether to swing or lay off of them in real time with bat in hand. He took an *I-want-to-get-on-base* approach. He repeatedly practiced his load and stride and asked, "Is it a strike?" He would imagine a pitch in his zone then hone in on it in the game. This repetition and mental preparation became his greatest acquired skill that would pay off at the plate.

Thames pointed out that it is crazy how the body works. "If you just sit in a certain zone, and shut the mind off, you just kind of react to your pitch and hit a home run. That's probably the best part about baseball, those mindful reactions." The reactions that stem from all the repetition and mental preparation.

Thames also transformed his swing philosophy. A philosophy that is much like what the Rope Bat Hitting System™ teaches. He tries to keep his bat through the zone longer. He uses the bat as "a whip" which is what we refer to as "lag." He lets his hips pull his entire body through the swing. We refer to this as connection. He likens his swing path to that of an airplane landing. It is a free and loose swing compared to the tight swing he had prior. Thames says his swing is a "lost art." We couldn't agree more -- a lost art that the Rope Bat Hitting System™ is bringing back.



Baseball Express now has Rope Bats!

Get your Rope Bat Hitting System from a source trusted by The Pros for more than 20 years! Since 1990, Baseball Express has been dedicated to

providing fanatical customer service and ease of shopping to baseball and softball players who demand the best performance products at reasonable prices.

Better Baseball Texas is proud to offer our Rope Bat Hitting System through our new partnership with Baseball Express.

**BASEBALL EXPRESS WILL SHIP
OVERNIGHT**

Buy Now



Want To Share Your Little Slugger's Progress with their Rope Bat?

Send us pictures and video and maybe they will make it into our highlight reel! We love to see and hear about how they are doing.

MEET OUR RESELLERS!





Copyright © May, 2017, All rights reserved.
Better Baseball Texas, Inc.

Our mailing address is:
11510 Ranch Road 620 N., Suite 13108
Austin, Texas 78717
PH: (844) TEX-ROPE

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

www.Ropebat.com