

Shooting for your future



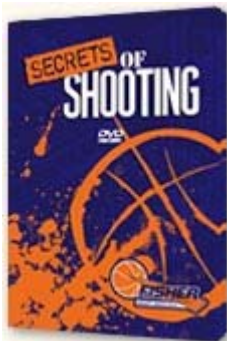
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Press Release Author: Level 343/Gabriella Sannino

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Press Release Summary: The Secrets of Shooting DVD is now available for purchase and is the perfect holiday present for basketball players and coaches alike.

Press Release Body: Developed by high school basketball coach **Bob Fisher**, **The Secrets of Shooting** covers hand placement, wrist action, correct ball release, and the four proven ways to shoot a basketball. It also teaches launch speed, launch angle and how to incorporate these aspects of shooting to perfect a basketball player's shooter's touch.



Coach Fisher dispels the notion that one size fits all and repetition is the key to becoming a better basketball shooter. His DVD is the result of years of careful research and incorporates a studied physics approach to aiding players in developing their shooter's touch.

"I am convinced that different player body types require a different approach to shooting a basketball effectively," said Fisher.

This is a one of a kind DVD that clearly explains and demonstrates the techniques players need to become better and more accurate shooters. It also includes basketball tips on shooting, dribbling and

passing and is perfect for both player and coach of any age or competition level.

The Secrets of Shooting *"I wanted to help kids succeed. Specifically helping them to learn how they can make shots,"* said Fisher. *"I believe that one size does not fit all when it comes to shooting a basketball."*

Fisher's product was years in the making and included his own attempts as a high school basketball player and then later coach to help all of his players develop an accurate shooting touch.

It takes into account that body types have changed from the tall, thin ectomorph-type of body more commonly seen on the basketball court some 30 years ago.

Fisher believes that a player's shot is similar to a puzzle with the goal of putting together all the pieces for the puzzle to make sense. For players, if one piece of the shooting puzzle is missing, it causes the player to become inconsistent. When all the pieces are in place, basketball players become consistent shooters and learn to wear out the net.

The Secrets of Shooting was produced by CVP Productions and features easy to follow narration, by 13 year old Jacob Hays of Are You Smarter Than a Fifth Grader fame, as well as the demonstration of each shooting style by the Fisher Sharp Shooters, a group of local high school basketball players.

It's available online at www.theseecretsofshooting.com. Visitors to the website can also read testimonials from players and coaches, watch a short clip of the DVD and learn more about Coach Bob and the physics of shooting.

Web Site: <http://www.secretsofshooting.com>

Contact Details: Bob & Connie Fisher

Owners

Fisher Sharp Shooters

1303 C Road

Centralia, Kansas 66415

(785) 857-3579

bcfisher@bluevalley.net