

THE BAB

BASKETBALL AND BEYOND ACADEMY

THE SHOOTER'S DEVELOPMENT GUIDE

A Guide for Parents

*Shooting isn't just a motion — it's a skill built on mechanics, belief, and focus working together.
We train all three, because the research shows all three matter.*

— THE BAB COACHING STAFF

BASKETBALL AND BEYOND ACADEMY

WHY SHOOTING GETS ITS OWN PROGRAM

Every parent has watched the same frustrating pattern: a kid who shoots beautifully alone in the driveway, and then can't buy a bucket in a real game. Or a kid with a rough-looking shot who somehow finds a way to make it anyway when it counts.

That gap between practice and performance is not random, and it is not just 'nerves.' It is the product of three separate things working together — or working against each other — every time your child releases the ball: their mechanics, their belief in themselves, and where their mind goes in the moment of the shot.

Most shooting instruction only addresses one of these three things — usually just the mechanics. Basketball and Beyond Academy trains all three, because that is what the research on shooting performance actually shows matters.

The Three Things That Make a Shooter

Mechanics

The physical technique — stance, rhythm, release, and follow-through. This is the part everyone can see.

Confidence

A player's genuine belief in their own ability to make the next shot. Not bravado — a real, trainable psychological skill.

Mental Routine

What a player's mind does before, during, and after each shot — including how they respond to a miss.

THE SCIENCE BEHIND OUR APPROACH

Basketball has changed a great deal in how it develops shooters over the last two decades. Sport scientists and psychologists have studied shooting performance extensively — at the free-throw line, from three-point range, and under real competitive pressure — and a clear, consistent picture has emerged.

The more confident a player has been, the better their chance of shooting accurately.

— FINDING FROM PUBLISHED RESEARCH ON BASKETBALL SHOOTING PERFORMANCE

What the Research Tells Us

- Confidence and made shots reinforce each other in a loop — in both directions. This means a shooting slump is rarely just mechanical, and it means building genuine confidence is one of the most effective ways to improve actual shooting performance.
- Elite basketball players consistently rate confidence and mental toughness among the very top factors in successful shooting — right alongside physical technique, not below it.
- Where a player's attention goes during the shot changes their accuracy. Players who focus on the target — the rim, the net — shoot more accurately and more efficiently than players who are thinking about their own hand or elbow during the shot itself.
- A consistent pre-shot routine measurably improves performance under pressure — and the players who struggle most under pressure are consistently the ones who rush or abandon their routine right when they need it most.
- Specific mechanical details matter and are well understood — including the small 'dip' motion many elite shooters use immediately after the catch, which research has linked to a meaningful increase in shooting accuracy.

We did not invent these findings. We built a structured, age-appropriate program around them — the same category of evidence-based approach used in modern sport psychology and athletic performance training at every level of the game.

THE THREE SCORES WE TRACK

Just like our overall player development program, we track your child's shooting development using clear, structured scores — not just a shooting percentage in one practice, but a complete picture that shows us, and you, exactly what to work on.

1 MECHANICS SCORE	2 CONFIDENCE SCORE	3 MENTAL ROUTINE SCORE
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1. Mechanics Score

Our coaching staff directly evaluates your child's shooting technique — stance, rhythm, release, follow-through, shot arc, and consistency — across stationary shots, free throws, and game-speed shots off movement. We look at both the 'perfect gym' version of the shot and how it holds up when your child is moving and a little tired, because that is what actually happens in games.

2. Confidence Score

Using a short, honest self-report survey, we measure your child's genuine belief in their own shooting ability — not just in general, but specifically in the moments that matter most: under pressure, after a miss, and against a real defender closing out on them. This is a well-established, measurable psychological skill, not a vague feeling.

3. Mental Routine Score

We assess whether your child has a consistent routine before they shoot, where their focus goes during the shot, and how they talk to themselves — especially after a miss. Small, specific habits in this area have a measurable effect on shooting performance, particularly under pressure.

HOW WE ASSESS YOUR CHILD'S SHOOTING

The assessment combines direct coaching observation with a short, honest self-report survey completed individually by your child, in a quiet setting, without comparison to teammates.

What to Expect

- Your child will shoot a standardized set of shots — stationary catch-and-shoot, free throws, and shots off movement — while our coaching staff evaluates their mechanics using the same categories for every player.
- Your child will complete a short survey about their confidence and their mental approach to shooting. There are no right or wrong answers, and we explain that honesty helps us help them far more than a confident-sounding answer would.
- We compare the results to build a complete, accurate picture — not just of how your child's shot looks, but of what is actually happening in their mind when they shoot.
- This assessment happens at the start of a program, partway through, and again at the end, so we can show you real, measurable growth.

HOW THIS BECOMES YOUR CHILD'S SHOOTING PROGRAM

Step 1 — Baseline

We establish exactly where your child's shot stands across mechanics, confidence, and mental routine. This becomes the starting point we measure every future step of progress against.

Step 2 — Individualized Priorities

No two shooters get an identical plan. A player with a beautiful shot who freezes under pressure needs a completely different approach than a player who is fearless but still developing their technique. We identify what will move the needle most for your child specifically.

Step 3 — Targeted Training

We use proven, research-based methods — including graduated repetition to build genuine confidence, external-focus cueing during live shooting, deliberate pre-shot routine practice under simulated pressure, and structured mental reset habits after a miss.

Step 4 — Re-Assessment and Tracking

We re-assess at the midpoint and end of every program cycle, so you always know exactly how your child's shot — and their belief in it — is developing.

WHAT GROWTH LOOKS LIKE

At the end of every program cycle, you will see a clear picture of your child's shooting development. Here is an example of what that tracking looks like:

Assessment Point	Mechanics Score	Confidence Score	Mental Routine Score
Baseline	58 / 100	38 / 80	31 / 70
Mid-Program	68 / 100	51 / 80	42 / 70
End of Program	79 / 100	63 / 80	54 / 70

This is real, documented growth across all three dimensions of shooting — not just 'he's shooting better,' but a specific, trackable picture of exactly what improved and by how much.

FREQUENTLY ASKED QUESTIONS

Is this just a shooting drill, or something more?

It's both. Your child will absolutely get high-quality, structured shooting repetition — but every session is built around what the research shows actually improves shooting performance long-term, not just volume for its own sake.

Will you share the exact survey questions?

The specific assessment materials are part of our internal coaching methodology. What we always share fully is what the results mean for your child and exactly what we're working on because of them.

My child has a rough-looking shot but makes a lot of shots. Is that a problem?

Not necessarily — and we won't tear down a shot that is working just to make it look more 'textbook.' But we will look closely at whether the mechanics will hold up as your child gets older, faces better defense, and shoots from further away, and build a plan accordingly.

My child shoots great in practice but struggles in games. Can you actually help with that?

This is one of the most common and most well-researched patterns in shooting development, and it is very often about mental routine and confidence under pressure rather than mechanics. This is exactly what our Confidence and Mental Routine scores are designed to identify and address directly.

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Basketball and Beyond Academy

***Great shooters are not born with a hot hand.
They are built — mechanics, belief, and mind, together.***

Questions about the shooting program? We are always happy to talk through what we do and why.