

## ONLINE COACHING FOR CRICKET PLAYERS



WORK & LIFESTYLE

Just a few weeks ago we wrote about [Links Lessons](#), a Florida-based social network that offers personalized golfing instruction online, and since then one of our spotters alerted us to a similar coaching site for cricket players. Both Links Lessons and [MyCricketCoach](#) invite users to upload a video of themselves playing their sport for professional analysis. But whereas Links Lessons offers a session of such instruction for free as a way to help local instructors recruit new clients, MyCricketCoach sells its coaching in the form of online lessons beginning at AUD 55 per session. Clients of the site, which is led by Australian cricket veteran Gary Cosier, begin by uploading a video of themselves playing in a recent practice session; the site serves everyone from beginners to advanced players. Within 48 hours Cosier then delivers coaching in the form of voice-over and written comments and instruction drawn right onto the video the user originally uploaded. Clients can also access the MyCricketCoach video coaching library, and live coaching is available as well for players equipped with a video camera and computer at their practice session. Next on MyCricketCoach we'd expect to see the addition of community features that let clients connect. Nevertheless, whether it's guitar lessons or coaching in a favourite sport, online instruction brings professional expertise—and the status skills that result—within reach of anyone with an internet connection. Any bets on which sport or hobby will be next...? Spotted by: Emma Crameri

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