



**Krush Hitting Company's E-Book**

**The Truth about Hitting ...**  
...what pitchers don't want you to know

## The Krush Hitting Company's E-Book



**The Truth about Hitting ...**  
*What pitchers don't want you to know*

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## 1. The Purpose of the Krush Hitting Company

As a long time amateur coach, mainly in the high school and collegiate ranks, as well as having the opportunity to work with professional hitters as well ... I believed there was more out there to learn and then to teach.

These thoughts are not unique, but what happened as a result of acting upon these thoughts are unique, at least in my eyes.

I have been at least fairly successful in my past as a coach but thought I had more to offer to the game, to the teams and individual athletes I had come across in the past and will come across in the future.

As you will find out later as you read on, there was a chain of events that led to the ever-evolving program presently called the **Krush Hitting Company**.

**The main purpose of what we do is to deliver the absolute best hitting development program available...to whoever is interested, period.** I did not want any obstacle to get in the way of giving young athletes a better chance of succeeding in this great game.

I did not want to limit our program to highly talented, affluent, big city or the very fortunate. The idea was to be able to go anywhere, teach kids of all race, color, creed, educational background, financial status, etc and provide the opportunity to go through a quality, skill-specific educational program.

We are still not where we want to be. We still are working at providing a chance for all who wants to learn. We are pursuing every avenue to make this mission not just a good idea, make it come true.

### **The Krush Hitting Company's Mission:**

***Reinstate Baseball as America's #1 pastime and to help accelerate the phenomena of Fast-Pitch Softball. Give the every young athlete the opportunity of receiving quality instruction regardless of one's geographical location or financial status. Make quality instruction the norm rather than the exception and to raise the batting average of America 100 percentage points.***

But we have aggressively pursued our goals. We have been in more than twenty states, small towns, and big cities, done huge camps, small camps, worked with the young and old, the highly skilled and first-timers.

We have a long way to go to achieve our mission...and with determination, passion and the help of some good people, we are getting closer.

## 2. Why should you be interested?

If you are reading this E-book, I must assume you;

1. Are very interested the diamond sports (baseball/softball)
2. Enjoy the art and science of hitting
3. Are a player wanting to learn
4. Are a coach wanting to learn
5. Are a parent wanting to learn
6. A member of my fan club (congratulations, you and my mom are the only ones)

Let's assume you are reading because of any of the first five reasons. Why should you be interested in what we do?

Let me start by asking you a question:

If there were several "absolutes" or "truths" or proven steps that could make you ultra-successful in whatever endeavor you choose ... would you want to know what they were?

Of course you would.

Let me give you a facetious scenario, but one that paints a very clear and parallel picture. Let's say you want to earn \$100,000 every year as a \_\_\_\_\_? And say we did a study asking every professional in that field to tell us the top twenty actions they do to help them reach their goal.

We will say the study revealed that every one of these \_\_\_\_\_ did the same seven actions regularly. We also found out in the study that 98% of them did two other actions as well.

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From this information we gathered, we came up with the conclusion that if we want to reach our goal of attaining \$100,000 annually, we **MUST** do the seven actions and **PROBABLY** should do the 2 other actions as well.

The moral of this weak story is: you do not have to reinvent the wheel to be successful. Model what you do after people that are already doing things well.

As you will learn in later chapters, we did a study on the best hitters on the planet. It started as a video study (video does not lie) and transformed into a very lengthy, detailed process that is described in detail in the chapter labeled, The Study.

So we teach the absolutes or truths about hitting... what really happens in the swing. Our program is **FACT-BASED**. This is not what somebody thinks or someone's opinion, theory or idea. We teach facts, period.

For the simple fact that this company has grown to where it is, purely on sweat equity, with no financier behind it, we are very conscious of how hard one has to work to earn money.

We understand the time, energy and money spent on your kids has its limits and you want the most you can get for it. You need to spend your money wisely-get a **good value**.

We believe **our program is the leader in our industry** and because we want every ball player who wants a chance to learn, to get an opportunity, our fees are very fair.

If that's not enough, ***we will refund your fees if you are not fully satisfied!***

Simply stated, we believe that our program is of the highest quality, and after you go through it and do not agree, we will give you your money back.

## 3. Who are the people behind the Krush Hitting Company?

### **Billy Kehoe, Scottsdale, Arizona**

Billy Kehoe played high school football and baseball at Scottsdale's Saguaro high. He then played for the Scottsdale Community College Artichokes JUCO World Series team in 1987. He then played at Nicholls State University in Thibodaux, Louisiana before being drafted by the Oakland A's and having a "cup of coffee" in the Giants organization. His coaching career started at Saguaro High as a baseball and football coach where he tutored future MLB players TJ Beam and Jason Kershner and NFL pro-bowler Mike Brown. After 8 years at the high school ranks, he went to Texas to coach at El Paso CC where he helped build them into a national power before going back to Arizona to coach the Artichokes. After the stint at SCC, Billy joined former MLB player, coach and manager Jim Lefebvre's staff at his training center in Scottsdale. He then started the **Krush Hitting Company** in 2004.

### **David Moore, Scottsdale, Arizona**

David played at Arizona powerhouse Horizon high school before catching at Scottsdale (AZ) CC. "DMoe" has been with the **Krush Hitting Company** since 2005. David is also currently the hitting coach at Scottsdale's Horizon High School where he has helped the program win 3 of the last 4 state championships under legendary coach, Eric Kibler.

### **Steve Scarsone, Scottsdale, Arizona**

Raised in Southern California, Steve was a high school baseball and football star at Canyon High School in Anaheim Hills, CA. He then played baseball at Santa Ana Junior college. A 2nd round draft pick by the Phillies, he started his professional career that spanned more than 17 years as a player and a coach. Steve played in the Big Leagues for the Phillies, Giants, Orioles, Cardinals and Royals before coaching in the Phillies and Diamondback organizations. He currently is the Manager for the Oakland A's minor league affiliate, Kane County Cougars. Steve brought his experience to the **Krush Hitting Company** in 2007.

### **Jack Phelps, Greenfield, Indiana**

Jack played baseball in Indiana at Greenfield High School and Indiana State before being drafted into the Armed Forces. After his military stint, Jack continued his playing career, playing fast pitch softball before turning to slow pitch softball. His playing career has spanned 3

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decades with Travelodge and Indiana Legends, winning 7 National Championships in ASA, NSA, USSSA and Senior Softball USA, while making 3 All American Teams in Senior Softball. Jack is still active in Senior Softball playing with the Indiana Legends at 57 years old. Jack also is a certified SportsMetrics instructor through Cincinnati Sports Medicine, and is the owner of ABC's of Sports, an athletic development program. Jack has over 20 years of coaching and instructing experience, spending 6 years with the Jim Lefebvre Baseball Academy where he met Billy Kehoe. Jack has been with Billy and the **Krush Hitting Company** since 2004.

Jack is married to his wife of 35 years, Cheryl and is the proud father of two very talented athletes, son Dennis and daughter Jaycie, a 1996 Olympic Gymnastics Gold Medalist.

### **Jay Green, Phoenix, Arizona**

Jay has been with the **Krush Hitting Company** for 2 years while he is a student/athlete at Glendale (AZ) CC, the University of New Mexico and is currently a catcher at Grand Canyon University in Phoenix, Arizona.

### **Romell Mitchell, Renton, Washington**

Romell starred at West Seattle high school while growing up in the Seattle, Washington area. He then went to Bellevue Junior college and then to St. Martins University in Lacey, Washington. Romell was drafted by the San Diego Padres. Romell runs the **Northwest Krush** competitive programs out of the NW Diamond Sports Facility in Puyallup, Washington.

### **Darryl Scott, Phoenix, Arizona**

Darryl Scott was born in Fresno, California. Scott was 24 years old when he broke into the big leagues on May 31, 1993, with the California Angels. After High School, Darryl attended Loyola Marymount University before signing with the Angels. Darryl has also played in Japan and Venezuelan leagues. He now coaches his three sons. Darryl has recently taken a coaching position with the Tri Cities Dust Devils, a Colorado Rockies affiliate.

## 4. The Spark

### Eyes or ears

While coaching and scouting from 1989 to 2004, I had observed an industry that, in my mind, was lagging behind other sports in many areas. I was trying to look "outside the box" for something different. I certainly believed that the coaching and teaching of the game (mine as well as others), as a whole, needed a wake-up call. Here is my disclaimer... there has and always will be excellent coaches in the game... but, there needed to be some mass improvement.

I am one of the guilty ones, no doubt about it. I was guilty of teaching all my players to "squish the bug", roll the wrists, etc. I FINALLY asked myself why we teach "squish the bug?" Who came up with that phrase, why do literally 90% of coaches I meet use this phrase and others like it?

My point being is that me, probably like most other coaches, were teaching players using phrases and other teaching methodologies that we heard from our Dad's, our little league coaches, our high school coaches, from the camps and clinics we went to and on and on.

The MAJOR PROBLEM with a lot of those words, phrases, etc that we use to teach our players today literally were and are not good. Yes, there are some "good" coach-speak-terms as well.

Until the 2008 World Series, I had not seen a swing on video where a player actually "squished the bug" in a game setting. It rarely if ever happens.

I was starting to observe with my own eyes in an unbiased way. What happens in the swing? Not looking at video or a live hitter with a preconceived notion that the hitter was going to do this or going to do that ... what is the hitter really doing???

So that is one spark. One spark usually doesn't start a fire and that one spark did not alone.

### The Scout

As a coach and a guy just being around the game a lot, I have been lucky enough to have worked with some players who have gotten some attention from Major League Baseball. Usually the area Scout comes around and takes a look at the kid and maybe has a conversation with you.

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My second disclaimer of the chapter; there are some very good scouts all over the country, but let me tell a short story that ended up as one of the main reasons for the creation of the Krush Hitting Company.

I was working at an elite baseball training center in Arizona where Big Leaguers would hit in the off season as well as some top local amateurs. Five players ended up getting drafted out of the group of local amateurs. Three were drafted in the top five rounds. The scouts flocked to watch these kids workout.

It was during that period where I had a conversation with a Scout about the players that has now become one of the driving forces behind Krush.

There were two big bats and a very athletic catcher with a cannon of an arm that were the most attractive to scouts. We had daily discussions about each one; their strengths, weaknesses, how they would develop, etc. The question I always got was, "which hitter do you like better?"

The conversations were similar and most guys liked one more than the other. The knock on both of them was that they probably couldn't hold down a defensive position in the Big Leagues. One of the kids was a right handed hitting shortstop who was an average high school defensive player.

"Where are you going to hide him defensively?" asked the scout. My response was something like, "if he can at least be an average shortstop, he can probably LEARN how to play a corner (1<sup>st</sup>/3<sup>rd</sup>) infield position or at the very least a corner outfield position." "He doesn't have the hands to play in the infield, his arm isn't good enough to play right field and probably isn't athletic enough to play anywhere in the outfield", he stated. He went on to say he swings and misses too much and doesn't hit the off-speed pitch very well. He also doesn't have much power to the opposite field.

I was shocked and thought, why are you here then... but instead I asked him a question from, pardon the pun, out in left field. I asked him if he thought he was a good scout and with a perplexed look acknowledged that he thought he was. I went on to ask him when he became a good scout. Was he born that way, before he became a scout or did he have to LEARN to be a good scout?

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"Where are you going with this?" he asked. I understood it was his job to project how good this player could become but asked him if he truly thought that with the proper coaching, could he get better at some if not all his flaws? I asked him if he ever spoke with the player about those specific deficiencies and if he had any knowledge on how to get better in those areas. The answer was no.

I was steamed! Here is a somewhat powerful baseball person making an uneducated assumption and, for all practical purposes, ending this players chance to be drafted by that organization.

That couldn't happen! But it does everyday, everywhere the game of baseball is played. HOW CAN I HELP FIX THIS?

Fresh off a the stint working in Scottsdale, Arizona at the elite training facility where several Major League players worked out in the off season, I started my study on hitting that ultimately led to what now is the Krush Hitting Company.

A few other specific events helped put the plan in motion.

### **The All-Star**

A conversation with a National League All-Star about what his lower half does during the swing led me to believe that this player was not fully aware of what was going on in his swing. If a 30 year old, MLB All-star didn't know, what does that say about the knowledge many other hitters possess throughout the world, especially the young ones.

### **The Coach**

Another spark came as good friend and ex-teammate Lou Frazier (ex MLB player and in 2008, the Pittsburgh Pirates first base coach), was training some players in the off season and invited me to watch. He is one of the most entertaining people alive and a quality coach as well. He and I were talking hitting and in the middle of the conversation, stopped, reached into his Suburban and handed me a tape. He then said what turned out to be the magic phrase, "Billy, watch this tape and teach your hitters what really happens in the swing, not what people tell you happens in the swing."

These words were exciting, but I was nervous. I had coached at the high school and collegiate level, trained some of the best hitters on the planet (MLB players, minor leaguers, top collegiate players) as well as hundreds of high school and youth hitters... were my teachings sound, quality hitting philosophies and techniques or was the success some of

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the players and teams a product of pure talent of the players? It was definitely going to be a reality check ... was I any good at my craft???

I was mesmerized watching the 5 or 6 hitters on the tape ... but I needed more. I scrounged around and got as much video on MLB hitters as possible. Then there was the 2 months locked in a room, eating pizza and watching more video than a defensive coordinator in the NFL.

As the days went by, two things became very apparent;

1. There are several commonalities or absolutes in most if not all elite hitters, and;
2. There are a lot of differences as well.

The latter finding substantiates the old saying: "there are many ways to hit and all hitters should not be made into robots, each hitter has his or her own style"... and I believe that is a good thing.

Driven by the quest to run a **premier hitting development program**, after the two month film study followed by another year or so of traveling the country swapping information with some of the best hitting minds available.

The major goal of the study was to **eliminate as much theory and opinion** as far as teaching the art of hitting is concerned... too many different teaching methodologies can confuse and stunt young hitter's growth. The first question that had to be addressed was, "Are there a number of common movements that most if not all exceptional hitters share?" If so, there is the basis of the program!!

The answer... a resounding yes! **There are many similarities that most, if not all elite hitters possess.** So there are **absolutes or facts** (something that actually exists; reality; truth) that each and every hitter, regardless of age or skill level, could and should do.

The plan was coming together based upon what the very obvious similarities that were apparent while watching the video. It seemed very simple and obvious what to do. **TEACH FACT AND ELIMINATE OPINION AND PHILOSOPHIES.**

Three hundred plus camps/clinics/speaking engagements later, the Krush Hitting Company is on its way to achieving the goal of raising the batting average of America 100 percentage points and help making

quality coaching the norm, rather than the exception.

## 5. The Study

### Video

I tapped every source I could muster up on the top Major League hitters I could. I ended up with hours and hours of video and hundreds of still photographs.

As I started watching the video and comparing them with the stills, my small one-bedroom apartment became a hitting laboratory. I still didn't know exactly what I was looking for except what was really happening in their swings.

As the days went by, the plan started coming together. I started to identify a certain movement or position in the swing and give it a name. I went back and forth for weeks and ended up identifying 24 positions or movement-types in the swing. I know what you are thinking now, either this guy has no life or he has some problems. Actually it was a combination of the two.

Then I had to have something tangible to record this crazy idea of mine. I bought the biggest piece of poster board possible and started my chart.

The chart contained the names of the players in the vertical column and across the top, horizontally, I wrote the names of the 24 movements I identified. I then proceeded to observe all the video and stills of each player.

It then became as simple as recording if each player had each specific movement or body position in his swing... two months later I had my collection of information completed. I wasn't close to being finished, but the picture was becoming much clearer. The players had a lot of similarities as well as a lot of differences.

### The interviews

The next part of the study was to ask as many quality hitting coaches and players about what I had learned and their perception of the data. Living in Scottsdale, a suburb of Phoenix, Arizona definitely worked to my advantage as the area hosts Spring Training for several Major League Clubs and is the off season home of hundreds of players,

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coaches and scouts. The Valley of the Sun also is home to several quality collegiate and high school programs. I seemingly asked everybody, everything I could. The answers were, to say the least, interesting.

After the "interview portion" was somewhat complete, I went on to the next phase. I had observed that most hitters had way too much length in their swing and that caused a lot of fly balls, foul balls and swings and misses, roll-over ground balls, etc(nothing new to a lot of coaches and players) but I had a couple specific questions that only watching complete games live or on television could answer.

### **The live games**

I then needed to observe hitters at several levels in live games to see if a pattern developed. If there was, then we would have identified a "general flaw" in hitters of each skill and age level. Who knows, maybe something else would stick out like a sore thumb!

The video, the still photographs, the interviews and the live game studies revealed the basic infrastructure from which the Krush Hitting Company would be based upon.

## **6. The Results ... the Truth**

So what did watching more tape than most NFL defensive coordinators reveal? Very simply stated, most if not all exceptional hitters share some common swing movements or actions. Some coaches refer to these as hitting mechanics, but that is too general of a term for me.

There are several commonalities the elite hitters share. Teaching these common threads is a staple of the program.

The interviews were fascinating for a couple reasons. These experts agreed on many topics and vehemently disagreed on others. It was also very interesting to engage in a conversation of a specific movement that was obviously common in all great hitters (proven through video study), yet until I showed the person of interest video proof, they disagreed whole-heartedly.

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The interviews did enable me to assemble a plethora of knowledge on certain parts of the final program such as; the mental approach, different terminology for the same ideas, drills, etc.

The live game studies results, based on my experience and a theory, turned out to be one of the most important portions of the study.

I will go much deeper into all these at our camps and clinics and in the upcoming print material.

### **7. A work in progress**

Since 2005 the Krush Hitting Company has presented their baseball and softball hitting developmental programs in more than 80 cities in 20 plus states. Through camps, clinics and speaking engagements, the Krush Hitting Company has been able to deliver their programs to more than 10,000 athletes and coaches.

In 2009, the Krush Hitting Company will be going International! Scheduled camp locations will include many of these same locations as well as new locations and two international appearances in Israel and Italy. The Krush Hitting Company has also partnered with facilities in the Seattle, Washington and soon to in Indianapolis, Indiana. These facilities teach the basic principles of the programs and there are plans to continue to open more facilities throughout the country.



## 8. How you can be an effective instructor

As you are taking this all in, I hope I don't give you the perception that I know everything and everyone else is stupid ... **not the case**. I have been a coach with the freedom of not having to teach (God bless all you teachers & teacher/coaches). This has allowed me to put in more time than most in studying the art and science of hitting. I think it is just a formula that has allowed me to become fairly successful in my craft.

No life + obsession with hitting + no real job + living in Arizona + a lot of luck = The Krush Hitting Company.

All this is just prefacing what I believe are the most important things I have learned about being an effective coach. Now this has changed a whole lot in my 20 year coaching career.

The most important characteristic of being a quality coach is being a **good communicator**. Whether you are right or wrong, if you communicate well, you will be effective.

The second characteristic is to be very **knowledgeable** (big surprise) in your field. What I really mean by this is to know a lot about a lot in the field. Acknowledging what others believe or teach is showing that you are not just a stubborn, narrow minded coach. The ability to rattle

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off what this coach teaches or what that player thinks about will make you a much better teacher.

Another very important value you must build between the players and yourself is **trust**. If a player doesn't trust you, for whatever reason, you will not get the most out of the player. The athlete must trust that;

- You know what you are talking about
- You are fair
- That you care about the individual
- Your word is good

These days you have to be a Psychology major, as well as a coach, to get the most out of your players. You must analyze and figure out **what buttons to push** on each, individual player. The days of, "Do it because I said so" are long gone... not many players respond well to that teaching methodology.

I have several ideologies and teaching methodologies that I go through in detail in coaches' clinics. I will also be detailing these, along with several real life stories that have molded me and way more importantly, help you as a coach, in the next book as well.

## 9. The Basic Principles of the Krush Hitting Development Program

### SWING MECHANICS:

- DYNAMIC BALANCE/ATHLETICISM/HITTING POSTURE ... from start to finish.
- TRIGGER ... starting loading actions & timing mechanism.
- POWER LOAD ... 5 check-points.
- UPPER & INNER APPROACH ... creates high, short path to ball
- SLOT, staying CONNECTED ... strong, flat & inside.
- EXTENSION ... through ball / wrist release vs. wrist roll.
- BACK-SIDE RELEASE ... creating maximum force at contact.
- CONTACT ZONES ... hand/barrel placement.

### VISION, TRACKING, & PITCH RECOGNITION:

- CONSISTENT EYE PATTERNS
- SOFT / HARD FOCUS
- RECOGNIZE PITCH TYPE & LOCATION ...
- WHAT OFF-SPEED PITCHES TO HIT ... a plan.

### MENTAL APPROACH - DECISION MAKING

- TENSION FREE ... mind & body.
- SMART HITTING ... know your job.
- SIMPLE, AGGRESSIVE SWING THOUGHT ... yes, yes, yes.
- GET A GOOD PITCH TO HIT ...
- TAKE YOUR BEST SWING ... why anything else?
- STAY ABOVE THE BALL!!!

### STRENGTH & CONDITIONING

- Many "swing faults" are caused by lack of strength, strength imbalance, and/or lack of flexibility. Swing specific S/C/F are important part of becoming a good hitter.

### TRAINING & WORK ETHIC

- KNOWLEDGE vs. APPLIED KNOWLEDGE
- MODELING

## 10. What Topics are covered in the program?

Because we offer the development program in many different formats (camps, clinics, private lessons, speaking engagements), the amount of information delivered varies, but we have many to choose from...

- The common movements of exceptional hitters (swing mechanics)
- Maximizing power
- Understanding swing faults & how to fix them
- Proper, effective drill work
- How to hit off-speed pitches
- High/low-velocity adjustments
- Mental approach/decision making
- Strength for hitters
- Vision, tracking and pitch recognition
- A simple plan putting it all together.

Combining the Art and Science of hitting gives one many avenues to explore. As we are delivering the information via one of our platforms, we adapt and adjust on the fly according to what we believe is necessary to make it as successful as possible for all parties involved. The other day I was speaking to one of our instructors and we discussed how, just like in games, no two camps are exactly the same.

## 11. Stories from the road ...

### The Star and the Rookie

While working out with one of the 2008 US Olympic team members in the off-season (I know... tough life), he told me a great story ...

In the 2008 season, one of the San Diego Padres young catchers watched as the best hitter on the planet (at least that season) dug into the batters box. This guy was a star of stars and the catcher was just a "rookie nobody."

As the hitter got in the box, planting his back foot, he told the rookie catcher that he had a nice swing and was just doing a few little things wrong. He went on to tell him he was getting his front foot down late.

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Here is the funny part!

He then told the rook to take the first pitch in his next plate appearance and work on getting that foot down on time. Then look out to the outfield where the star of stars was playing. "If I take my hat off, you were good, you were down early." The catcher couldn't believe this was happening. Questions floundered through his head ...

- This guy is really talking to ME? Why?
- Am I really getting down late?
- In the middle of a pennant race, he is going to help a member of a rival team?
- Can he really see this from his outfield position?
- Is he really going to take his hat off to let me know?

OK, so the catcher gets to the plate in his next at-bat wondering if this was really happening. He decided to focus on the point the star spoke of. He took the first pitch focusing on getting his front foot down early. He then slowly looked towards the outfield ... there was the all-star shaking his head up and down as to say it was perfect.

The rook was almost in shock with the whole scenario that just happened.

Next pitch ... Double.