

SPORTS ANALYSIS FOR JOURNALISM & CONTENT CREATION



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If you're reading this book, I'm sure you're already familiar with the world of sports media and journalism.

You've probably grown up watching sports channels, seen Instagram reels, and witnessed the new wave of media begin to replace a lot of the traditional outlets.

With that in mind, I want you to think of a typical person that you've seen in sports media. I want you to think about how they talk, how they report, how they typically go about their time in front of the screen.

Now I want you to throw all of that away.

The typical person in sports media, and the typical, average approach of sports journalists is **boring**.

This is a major reason why content creators like YouTubers, podcasters, Twitch streamers, or TikTokers are starting to replace traditional media news outlets. They're better storytellers, better narrative crafters, and better at creating content that appeals to their audience in order to sell.

When most sports journalists or reporters go about their business, they report on the facts.

They show little to no authentic voice. They show little to no humour. They show little to no personality.

Opinions usually aren't welcome.

Reporting, fact-finding and the bare bones basic form of journalism will always have its place. But it simply isn't exciting.

Take this example...

In the sport of trail/ultra running, a guy named Will Murray came out of nowhere in 2025, to break the course record at one of the United States' most popular, most historic events – the Javelina Jundred. It's a 100-mile race in the deserts of Arizona, serving as a "Golden Ticket" race for Western States – basically the Super Bowl of trail running.

Basic reporting would say...

"Will Murray won the race in a course record time of *yada yada*. Tara Dower won the women's race in a course record time of *yada yada*. Second-place male finisher was... Second-place woman was..."

You don't need me to tell you... this is boring! It absolutely has its place and people do genuinely search for that kind of information. But the majority of people googling about the 2025 Javelina Jundred have *already* watched the race, *already* seen the results, and *already* know who won. What they really want to see is something *different*.

What do they want? **ANALYSIS**.

They want the stories. They want YOUR opinion! Your commentary on the events. They want not only what happened during the race. They want to know what happened in the lead-up to the race. After the race was over.

They're asking: How did this relative newcomer from New Jersey win a hot desert race in Arizona? Importantly, how did he win this race just a few months after having a serious heart scare?

This is what people want to know.

This is what people want to read, hear, and/or see from you. Nobody will ever remember *who* wrote a Wikipedia entry. If your goal is to be utterly replaceable by AI, by all means, write articles like this, do your podcasts like this.

But if not, think of all the compelling stories you've heard in sports within the past year.

Chances are, most of them are about things that happened off-the-field.

An athlete recovering from injury and then nailing their performance. An athlete who had a difficult upbringing and still *made it*. The athlete that's still a local firefighter on the side.

These are the stories that compel people. And a lot of the time, it's because these stories feature something *different*. Something that you can't get anywhere else. Something that can't just have been written by AI. Something that features actual **ANALYSIS**.

Now analysis and story-crafting aren't one in the same. But they are deeply intertwined. You can't have compelling storytelling without compelling analysis. Every journalist or content creator should therefore understand how to produce better analysis, to then craft better stories.

In this book, I am going to teach you exactly that: how to be a top-tier sports analyst for content creation and sports journalism/media opportunities. This will include:

- Chapter 1: Understanding your Sport on a Deeper Level:

How to grow your knowledge base of any sport to ensure your work screams quality.

- Chapter 2: Tools for Analysis:

How to use analysis tools to make your work stand out from the pack.

- Chapter 3: Creating Content That Sells:

How to captivate an audience and produce work that generates traffic, income, and your desired outcomes.

This book can be used to create better analysis and stories for **any sport**. And if it's your ultimate aim - work that generates more views, more traffic, and more money for you and your outlets.