

555 GOLF EDITORIALS

'PERFORMANCE EXCELLENCE'

BUTT I Mean But

There are tens of thousands of golfers who own high performance cellular phones with either 'HD Picture Capability, HD Video Programming or both.

So there is a lot of still and video golf swing filming taking place. Here is a very real problem!

There are 'Very Few' golfers and amateur videographers who know where to place the camera in order to get the correct shoots. There are four specific focal points. Then, once the optical records are captured from the proper perspective, few have any idea what they are looking at.

In the evaluation process, do they realize their inadequacy and just make 'STUFF' up! That is fraudulent! You can be the judge! Golf practice and execution has to be based on science or one is wasting one's time and perhaps getting worse. You should not pay for nothing and get less!

This writer teacher, after literally thousands of video analyses, sometimes a dozen a day, is of the opinion that you are very often worse off having seen an image or series of them in motion picture sequence. We did a comparative view ... big tall golfers were placed in frame next to say Ernie Els. Almost all of the clients made comments like "Boy is my swing ever ugly!" So what had we accomplished? Made them feel inferior! We just went backwards. Very expensive devices like 'Trackman' are similar in outcome when the page of data presents to a novice! Can you tell me what 'Smash Factor' is? I know but how many clients and instructors actually do?

Unless you have professionally trained golfers or instructors who have been taught to shoot and read videos, keep your distance!

Avoid being caught thinking you are doing what is cool and productive when what you are really doing may be a personal disservice!

Happy to shoot and discuss with you!

"Welcome Aboard!"
"Enjoy The Ride!"

SATISFACTION GUARANTEED

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