# 555 GOLF ACADEMY <br> 'WHERE PASSION MEETS PERFORMANCE' 

## GOLFER PERCENTAGES

Participation In The Americas

Your '555 TEAM' thinks you might find this of interest? Golf is a growing global endeavour in almost every neighbourhood around the world, so we might rub shoulders one day soon! We must each strive to make that happen! It will not be an accident!

In North America about one adult in five has or shall golf to varying degrees from 'Mini Putt' to the PGA Tour. That means about ' $\mathbf{2 0 \%}$ Of The Population Will Experience At Least A Taste Of The Sport And Game'. There will be less in Central American than north of that Geographic Area, however. So that produces quiet a significant number of participants in the north half of this Western Hemisphere?

Unfortunately a large portion of those adventurous souls will not continue to work at and enjoy the game except short term or rarely when forced to play. Why? 'Too Little Knowledge And Thus Too Much Frustration'!

More lessons are critical to the 'Games' growth. Going it alone 'WILL NOT WORK' but for a very few! We need a 'Wilderness Guide' to keep us out of trouble and get us safely back home at night in time for a carefully prepared camp dinner and a good sleep! Do you have a really good teacher?

## OVERALL POPULATION

Let us say the population of North and Central America is about 350 million people. That means there are about ' $\mathbf{7 0}$ Million' golfers here, between the Arctic and South America! Enough to thrive and survive attrition if we plan to support the participants! Right now there are more leaving the game than entering its fold! Surprised? Many are!

Many golfers never ever play! They just bang balls at their local driving range until they feel that they can bring the local course to its knees! As close as they get to actual play! Why don't they play? Finances is a factor, but throughout North American, the cost of a round of golf ranges from $\$ 15.00$ to $\$ 1000.00$ for eighteen holes! Most of the population can afford the $\$ 15.00$ ticket! That is less expensive than stopping for a beer with the guys! Less than minimum wage per hour of potential enjoyment! No excuses not to play! Other than fear of the unknown perhaps?

## SOME INTERESTING NUMBERS

Less than $2 \%$ of this $70,000,000$ ever breaks the ' 100 Barrier'! (That's $1,400,000$ )
Less than $1 \%$ ever breaks the ' 90 Barrier'. (That's 700,000 or 1 person in a 100)
Less than $1 / 10^{\text {th }}$ of $1 \%$ ever breaks the ' 80 Barrier'. (That's 70,000 or 1 in a 1000)
Less than $1 / 100^{\text {th }}$ of $1 \%$ ever breaks the ' 70 Barrier'. (That's 7000 or 1 in 10,000 )
That means the same small amount ever breaks the 'PAR Barrier' (one round under PAR)

Less than $1 / 1,000^{\text {th }}$ of $1 \%$ ever plays under PAR 72 consistently! (That's 700 !)

Less than $1 / 100,000^{\text {th }}$ of $1 \%$ plays to consistent competitive levels under 70 as an 'Average Annual Score'! That means 1 person in about 10,000,000! (That's 7 out of $70,000,000$ ! You think it could perhaps be 14 , right? I'll go along with you!)

If you find that hard to believe, how many PGA or Tour players (all tours) in North America had a 'Scoring Average Of Less Than 69 or 68 Per Round Last Year' while playing an adequate number of tournaments to stay qualified, keep carded, in their tour?
('16 events in the PGA')
Provide their names please?
Pretty thin rare air they breathe and hallowed ground on which they walk and stand!
The way to achieve the above highest group possible is to invest in your 'Fitness', in your 'Mechanics', by maintaining good 'Mental and Course Management' and owning custom fitted equipment! Remember, the club does not make the mistakes!
"Welcome Aboard!"
"Enjoy The Ride!"

# SATISFACTION GUARANTEED 

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