

555 GOLF EDITORIALS

'PERFORMANCE EXCELLENCE'

IS GOLF DYING?

Pretty common complaint in the industry from customers and professionals whose revenues are sagging ... "Is Golf Really Dying?" The industry harvests what it plants and tends.

I hear honest complains about 'Expense', 'Slow Play' and 'Snootiness' but that is NOT the reason for chronic attrition ... loss of participation. The real reason is 'The Frustration Quotient'. We are not having as much FUN as we used to have. 2% of golfers are 'Single Digit Handicappers'. As many as 8% play under 100 ... the rest are 100+ hackers who may have FUN.

You know that 'The 555 Team' really has very little focus and investment in 'What Your Swing Looks Like In Any Specific Position'. 'POSITION GOLF SMOTHERS ALIGNMENT GOLF'! We must strive to NOT overcomplicate the swing or anything about golf.

We must accomplish 'Impact & Release' that produces our 'Pre-Selected Shape' and the 'Visualized Ball Flight' to a precise target.

A golf shot is purely about 'Compression and Line Of Compression'. Release trumps Impact!

We must 'Set-Up' effectively. ('Posture, Grip, Stance, Ball Location & Alignment')

We must have a firm grasp on 'The 5 Essential Elements'. ('Clubface Aim, Clubhead Path, Clubhead Speed, Sweet Spot & Angle Of Attack')

We must utilize a professionally designed 'Pre Shot Routine'. ('PSR')

We must focus on the 'Intermediate Target' or 'Swing Gate' far more than on the 'Ball' and even the 'Far Target' or 'Flag Stick'. ('Through-ness and not At-ness') Release trumps Impact!

We must 'See The Ball Come Off The Aimed Clubface'. (If our hands are in motion, our 'Captain Eyes' must not be! This invites a 'Steady Head'. (see 'The Tether Ball Pole Concept')

We must be 'Exhaling If Our Hands Are In Motion'.

You know what? Making solid golf strikes is far easier than one might tend to think.

Do whatever is required to make your golf time **'Fun'** and then it will beckon you back! We have all lost our enthusiasm for golf at some time in our 'Golf Journey'. We can prevent that disconnect if we 'WORK SMART'.

"Welcome Aboard!"

"Enjoy The Ride!"

SATISFACTION GUARANTEED

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