

555 GOLF EDITORIALS

'PERFORMANCE EXCELLENCE'

"IT"

There is almost always a 'GET IT' in most skills or aspects of human life. Golf is no exception!

This **'IT'** in golf stands for 'Intermediate Target'.

There are three (3) targets in each golf procedure ... 1) 'The Ballistic Point' on the ball or what your '555 Team' refers to as the 'Bottom Inside Cheek' or 'BIC'. This is where 'Impact and 'Energy Transfer' occurs. 2) 'The Far Target' is the 'Flagstick' or the 'Quarter Sized Target' "Way Off Yonder"! Finally we get to the subject target 3) 'The 'Intermediate Target'.

This very important 'Point In Space' is located 10-15 inches in front of your ball over the 'Target Line' or on the 'Initial Ball Flight or Rolling Line'. In 'Zero Wind, unobstructed flat ground conditions, the 'Target Line' and 'Initial Ball Flight Line' are one in the same. When you have obstacles, wind and topography, you may need to start the ball off on an 'Offset Line' and create curvature or travel back to the 'Far Target' in order to accomplish your defined goal ... holing the 'Little White Ball'.

So many nice folks never understand and use this **'IT'**. 'Knowledge Is Power'!

If you can cause the 'Sweet Spot' ('MOI or COG') of your 'Clubhead' to pass directly over the 'IT' by using the proper stick to achieve the necessary 'Distance', you shall soon be happy! We refer to this positive golf strike mechanics as **'Chase, Follow Finish'** or getting 'Through The Ball' and not 'At' it. 'At-itis' creates tension and 'Off Path & Plane' cuts.

Golf is quite simply about 'Distance & Direction'. Hit the ball on the right 'Line' over the desired and defined piece of ground and you shall create a lot of pleasure.

The resultant of this 'Chase Process' is 'Lever Extensor Action' and a 'Square Strike' with minimal 'Side Spin' and 'Curvature'. If we can hit golf balls from 'A To B', in straight lines, we can reduce our scores predictably.

"Welcome Aboard!"

"Enjoy The Ride!"

SATISFACTION GUARANTEED

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