

# 555 GOLF EDITORIALS

**'PERFORMANCE EXCELLENCE'**

## **SINGLE MALT SCOTCH X 2**

maybe one for me and one for you?

My shot will be so I can speak 'freely' with you who need a friend like me (friends like your '555 Team') who can really help you see a better vision and path for your golf! The reason your 'Golf Doctor' exists, gets up every day, is to get in the way of just one more person who wants and needs to have more fun 'Out There'. We have a passionate mission and it shall be done!

You need practical, entertaining advice ... stuff that is 'Cause & Effect', 'Problem & Solution' oriented and far less of the 'Bovine Scata' that is proliferated throughout our golf industry. We all need hope that is really alive and well or we shall continue to endlessly lose participation. Do offers such as "Discover Your Perfect Swing In 12 Minutes!" instill confidence and trust in you? It takes about that much time to play a Par 5! I want some of this 'Snake Oil' right away! Perhaps not!

Your golf teacher has to provide both knowledge and a programme that reaches defined destinations. Right now the industry is meandering aimlessly from problem to problem and not from problem to solution. Is it pollinating the flower? Is it planting a healthy seed? I think not. We are still trying to buy a swing and game! Never happen! Still hopeful, you invest \$350 in a new putter and make more strokes with the new 'Fat Stick'! Terminally frustrating!

The North American 'Average Golfer Handicap' has been stagnant for decades and may even be getting worse. It ranges between 110 and 130 depending upon who is telling the story! The equipment is endlessly improving, but the scores are not! Why? The courses are stupidly longer and harder! The 'Golf Ball' is too damn hot! It goes too far to the detriment of all golfers! There need to be more 'Executive Short Courses' that can be played affordably in 2 to 3 hours. Many teaching methods are archaic and stagnant. We know much more about the science of the 'Golf Swing', but we have not put this knowledge into use helping our clients. Poor instruction may be fraudulently chronic! Ask yourself the question ... is what I learned a week or a month ago still applicable? Am I still benefitting from this instruction?

Golf is not overly complicated, but, when taking both the mind and body into consideration, it is a complex sport. We teachers need to create 'Hope' and positive short term and lasting 'Results' for our students, however possible. We need to create understanding and change without delay. If not we need to take down our shingle and stop fooling the innocent and naïve public who has been duped into thinking golf is easy ... if only it were true!

**"Welcome Aboard!"**

**"Enjoy The Ride!"**

**SATISFACTION GUARANTEED**

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