

555 GOLF EDITORIALS

'PERFORMANCE EXCELLENCE'

THOUGHTS & KEYS

How many times have you heard or read these two terms? There is a difference!

A 'Swing Thought' is usually more involved and complex than a 'Swing Key'.

A 'Swing Thought' may be something like 'Keep My Eyes On The Ball', 'Keep My Arms Long', 'Don't Sway and Slide' and more of these ... not necessarily good thoughts but examples of 'Phrases' rather than a 'Single Word'.

Phrases take more mental time and we just simply do not have much time in a 1.3 to 1.6 second golf swing. That is absolute start ('Trigger') to absolute finish ... a very short athletic duration!

A 'Swing Key' may be something like the 'Simplest Little Word In Golf **"&"** which we should say just as we reach our 'Top Of Back Swing' ('TOB'). This unique little facet on 'Golf's Crown Jewels' helps with 'Tempo, Timing and Rhythm ... good things always! How many golfers get a little 'Quick' and 'Jerky'?

The '555 Team' must have been watching you, right?

Have FUN at your 'Golf' or "QUIT!"

You know that the golf industry is losing roughly a MILLION golf participants every year ... more than we are attracting. Attrition is primarily about 'The Frustration Quotient' rather than about 'Cost, Time or 'Snooty Golf Clubs'.

Please hold your 'Golf Instructors and Teachers' accountable for your 'Happiness'. If any of us does a weak job at making you 'Happy', tell your friends so it hits us in the wallet!

GOLF MUST BE FUN!

"Welcome Aboard!"
"Enjoy The Ride!"

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