

**August 2008.** The distance issue. It's August, it's hot, the courses are dry, your muscles are warmed up. You have worked on your swing mechanics all summer, now it's time to **lock, load, and release your longest drives of the year!** But one thing to keep in mind: As the ball carries and rolls more, pay attention to *troublesome areas*, particularly off the tee, where you may now end up. An overly side-spinning tee shot can end up rolling into rough, trees, hazards or other undesirable spots you may never encounter when temps are cooler and golf courses softer.

Your options? Take a different line or hit less club – a 3-wood, hybrid or long iron - off the tee. The same is true with your approach shots to the green. Although most of you tend to miss the green **SHORT**, you may find yourself on the back of more greens with a slick downhill putt due to the *balmy and hardened* conditions.

The **SOLUTION?** Take a more lofted club or hit your normal club while gripping down an inch. Gripping down one inch usually takes off about 5 yards. Want to take off another 5 to 10 yards? Swing at 90%. That includes 90% length and 90% speed.

**For those of you trying to get on the Golf Channel**, try hitting your approach shots into the greens with a **higher** trajectory, **more spin** and a slight **cut/fade** curvature. This sort of ball flight will help your shots land in a softer and more obedient fashion – rather than like a super ball on a parking lot. Enjoy this issue's distance tips.

## Quotes of the month

**Winston Churchill** said, "I am a man of simple tastes, easily satisfied with the best."

"You can't comb your hair without a mirror."  
**Bob Torrance, Padraig Harrington's Coach**

## Playing More Golf = \$500 FREE Gas!



## Stop Letting The Price Of Gas Keep You From Playing the Game You Love!

*From now until August 31st I'm giving \$500 in Free Gas to everyone who signs up to improve their game with the Gold Golf Improvement Membership or similar upgrade.*

**Refer a new client to the Gold Golf Improvement Membership and both you and your client will get \$500 In FREE Gas. Maximum 1 per household. Call and ask me how. 616-802-4969.**

**Ponderings**-Congratulations to Greg Norman on a fine performance in the British Open. Here's a guy who is 53 years old, only plays competitive golf on an occasional basis, only entered the tournament to practice for the Senior British Open, and hasn't been in the mix since 1996. And he still beats the pants off of 97% of the field. This ought to **inspire** a whole handful of Baby Boomers to get back on the golf course and play.

## **Ponderings II-** ANOTHER LEGEND MOVES ON

A week after Tiger claimed his third U.S. Open title, comedian George Carlin passed. Carlin and his "Seven Dirty Words" comedy routine were central to the 1978 U.S. Supreme Court case *F.C.C. v. Pacifica Foundation*, in which a narrow 5–4 decision by the justices affirmed the government's power to regulate indecent material on the public airways. What do Carlin and the "seven dirty words" have to do with golf? For those familiar with the words (not available in this newsletter), looks like the Supreme Court's decision didn't make it all the way to the golf course.

**Ponderings III-** Imagine discovering, say at the country club locker room, that every other man puts his **socks and shoes** on before climbing into his **pants** while you do the opposite. How would you react to such a sight? Would you sit and ponder what might be wrong with them. The lone **pants-then-socks-then-shoes** guy, surrounded by **sock-shoes-pants guys**. Would you conclude all those other men can't be wrong so you must be.

I hope you would ponder what's wrong with everybody else. That's where my thinking would automatically go. There are quite a few

different labels different people might put on that – ranging from strong, healthy self-esteem and confidence to extreme arrogance and narcissism. And the kind of introspective, reflective people who spend decades in therapy, if realizing this about themselves, might sit in a corner and ponder why they are this way. I, however, accept and celebrate my odd man out automatic, independent thought. It is my belief, if you find yourself feeling like a "strange duck" amongst peers or social and casual friends or family, your feeling is the opposite of the truth; it is all of them who are the strange ducks.

**Back to the point.** A lot of people have a disconnect between what they observe, overhear, read, watch, experience and their golf game. They do not constantly, automatically (compulsively?) seek worthy ideas from one sport to the next. It seems their *antenna* are down a lot of the time. So, for example, if reading a magazine regarding golf or this newsletter, their antenna would probably be up. But if stuck with some completely unrelated magazine in a waiting room – say **Tennis Life Magazine** or **NASCAR Illustrated** or **Water Polo Magazine** – their antenna would retreat into their head and they'd page idly through the magazine, just *killing time*, finding nothing to tear out or jot down.

My realization is that most people's antenna go up and down depending on the situation. My antenna, and the antenna of the true Renegade Golfers that I work with most, is always up. We are asked: geez, can't you stop thinking about golf for even one minute/hour/day? **No. We can't.** And I don't think it's a matter of choice, anymore than being lactose intolerant or gay or blonde is. (Okay, blonde can be choice.) I think this is more matter of conditioning than genetics, but still not choice. So, no, we can't. If you can,

quite frankly, that ability is at odds with aspirations of **extraordinary golf achievements**.

This has its drawbacks. For one thing, I suspect we never completely relax and lose ourselves in a sporting event or activity. For another, it produces far more *good* ideas than we can use, which sometimes leads to frustration or over-obligating ourselves. Another, **it bugs people close to us**. The sneaking off into the men's room during a baseball game with friends in order to jot ideas onto the pad you never leave home without does not go unnoticed as we hope. **Especially when it occurs nine times, between each inning**. Our antenna left protruding and visible all the time is disturbing to others. It's not a picnic for us either; sometimes it might be nice to wear a hat. However, it also gives us enormous advantage and is what provides most of the ideas and thoughts and inspirations that makes us better golfers. (The ideas we convert to our golf swings are not often obtained conveniently.) It may make us more alive than others, if alertness and awareness and aliveness are one in the same. Every behavior held in common only by exceptionally creative or successful achievers has its drawbacks, by the way. Some would call this antenna-always-up behavior obsessive. To borrow a title, we would call it a 'magnificent obsession'. We must name it that, defend it as that, and celebrate it as that, because we have no choice. **Go ahead, get your antenna up and lock it in place. Look at all the other strange ducks sadly not gifted with antenna like you.**

**Brain Farts?** Don't whine about your mental game until you read this!

I strive to provide excellent service before, during and after our face to face time. Part of this service comes in the form of being able to

recommend area professionals that also believe in excellent service.

Some of you are now realizing that golf is quite the mental workout. For your benefit I have asked Patti Heredia to be this months guest columnist and talk about the benefits of Hypnosis for your golf game. **And as a bonus to this months guest column**, Golf Improvement Members are receiving a 25% price break for their session with Patti.

## Hypnosis by Patti Heredia

**Now, really, can Hypnosis improve my golf game!?!?**

In a cover story on the 1984 Olympics, Time magazine reported this: The night before the finals in women's gymnastics last week, Mary Lou Retton, 16, lay in bed at the Olympic Village, conjuring. It was an established ritual for her, no different from the imaginings of a hundred other nights. "I see myself hitting all my routines, doing everything perfectly," says Retton. "I imagine all the moves and go through them with the image in my mind."

We know that Mary Lou became a gold-metal winner – truly a star. Not only did Mary Lou train her body, she trained her MIND to be an athlete. She utilized self-hypnosis.

One Sports psychologist for a U.S. Olympic team says that 80-90% of an Olympic athlete's performance is in the mind. This involves using your imagination, your thought processes, and your attitudes to provide incentive, support, reinforcement and refinement to your physical skills. It involves visualization, which is self-hypnosis, just like Mary Lou Retten did.

Specifically, you can use hypnosis to do the following:

- Increase your agility
- Improve your coordination
- Improve your concentration
- Refine your technique
- Heighten your awareness of body position
- Eliminate inhibiting thoughts in regard to your performance
- Increase your capacity for enjoying the sport
- Overcome fears and pressures
- Program yourself for the perfect game
- Program yourself to have a winning attitude
- Accomplish a specific goal for personal achievement

So, what exactly is Hypnosis and how in the world does it work?

All humans have two distinct minds – the conscious and the unconscious mind. The unconscious mind is vastly larger and more powerful than the conscious mind, yet it is the least understood and used by mankind. The subconscious mind receives and retains, neither accepting nor rejecting, all the messages we receive from our backgrounds, whether genetic, social, religious or experiential, plus all the conflicts (little or big) that enter our lives daily. When, for whatever reason, the conscious mind (which deals with everyday living, logic, reason ,etc.) becomes overloaded, the subconscious prepares us for what is considered appropriate action (usually fight or flight); however, the subconscious mind does not analyze, as does the conscious mind, but accepts all messages in the literal sense. In essence, hypnosis is a means of communication between the conscious mind and the subconscious mind. Many human problems, habits, stresses, anxieties, attitudes or apparent deficiencies can be traced to interpretations by the subconscious mind which, when understood by the conscious mind, can reduce or resolve specific problems.

The fact is that we have all experienced trance

states in everyday life – whether daydreaming, watching a movie, driving home on autopilot, or practicing meditation or other relaxation techniques. Essentially, a trance is an altered state of consciousness marked by decreased scope and increased intensity of awareness, featuring “selective perception.” The subject, who is in complete control, chooses to see only what is relevant to his/her task, blocking out everything else. What distinguishes hypnotherapy is that it involves a deliberate choice to enter this state of consciousness for a goal beyond relaxation: to focus your concentration and use suggestion to promote changes in your life.

**So, do you want to change and improve your golf game? Would you like to improve your game enough to beat you partner? Call The Therapy Center at 616-222-6070 and get an appointment with Patti Heredia. Sessions normally costs \$99.00. Golf Improvement Members receive 25% off the session.**

You can become a Golf Improvement Member at  
<http://www.grandrapidsgolfflesson.com/ebooks/46.html> or by contacting  
[info@grandrapidsgolfflesson.com](mailto:info@grandrapidsgolfflesson.com) and 616-802-4969.

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**Thank you Patti.** I’m not sure on all the technical terms but I do know this: Golfers with a clear mind can perform at their peak far more often than golfers who have a cluttered mind. I recently played my 2<sup>nd</sup> and 3<sup>rd</sup> rounds of golf for the 2008 golf season. The event was the **White Lake Member Guest**. My realtor Dan DeVol of Keller Williams was the host member. I have played the course before and did not have time for a practice round, but I did use some mental stimulation before the round. By visualizing each shot on each hole

before I played I was able to get in a calm and relaxed state of mind. The visualization produced a **round of 59** (in my head). It of course did not work out as well as I visualized but I did pull off a 70 on day one. Most of my shots were crisp and several of them went farther than I expected. When I was competing and playing a lot of golf after college I would routinely score between 67 and 72 on this particular golf course, so a 70 without much play or practice in the last 4 years was *quite a success*.

On day two I did not block time to visualize my round or do any breathing exercises. It was at least the 5th hole before I realized how not relaxed I was. At this point I was already 5 over and was not able to find any rhythm the rest of the day. **My score was a 77**. Good on a tough course but not pretty at White Lake, and much different than day one.

## **BETTER GOLF** **INSTRUCTION SECTION-** **K-VEST Reveals Secret To Long Drives-**

By now you have all heard about the 397 yard hole-in-one at North Kent Golf Course. The award winning drive was masterfully created by Rockford's **Ben Kruizenga**. So how did he do it? The secret is in the sequence of motion. Ben recently attended a K-VEST session at GrandRapidsGolfLesson.com and took some **mighty** swings. Here are the results.

Exhibit #1 (exhibits available to golf improvement members) is Ben's top of the backswing position. You will notice that Ben's shoulders have turned 108 degrees and his hips have turned 71 degrees. The average tour pro will have rotations of 80 and 40 degrees at this point. Ben has over-rotated to gain extra distance. His **flexibility** allows him

to do so, however he sacrifices accuracy as a result of going for 300+ yard drives.

The backswing is only a minor key to Ben's distance. The *real secret* is in Exhibit #2. This image shows Ben's downswing about 1/16 of a second from the top of the swing. You will now see that his shoulders have rotated backwards in the beginning of the downswing and his hips have started to turn back to the target. The k-angle has increased from 37 to 51. **Most of us regular dudes would break out backs if we did this.**

Exhibit #3 shows another power secret. Ben's shoulders and hips are wide open at impact. This means that the sequence of motion started with the body and the club reached the impact zone last. This creates a tremendous 'whip like' effect as the club catches up and rips through the impact zone at over 120 MILES PER HOUR.

So what can you learn from this? **Obviously you don't want to give Ben's chiropractor more business.** And you probably are not training for the Long Drive Olympics. But you can make a modified version of Ben's swing that fits your body's physical abilities.

### **Here are three steps to take:**

1. Get a good stretch in the backswing *without* over-rotating. Most of you would be better off with... to get more of this distance secret and many more perks call 616-802-4969 to become a Golf Improvement Member. And get \$500 in Free Gas while your at it!

## **Majority Wins?**

Earl Nightingale said that the majority is always wrong. Something to consider as we approach the big election. Something also to consider on the golf course. Here are some things the majority do that you should ignore:

- The majority don't have a routine
- The majority tell you to slow down
- The majority tell you to keep your head down
- The majority think that putting is luck
- The majority think they would score better if they just hit the driver farther and straighter

Don't be the Majority!

## Bad Economy?

Think the economy is bad? A few purchases from this website will give you the urge to smoke a cigarette. The \$36 Golf Glove and more "Cocktail Party" conversation starters at <http://www.luxist.com/2008/07/20/fairway-skins-ladies-golf-gloves/> and [www.luxist.com](http://www.luxist.com)

## Renegade Golfer

### Update-

I get a lot of comments from golfers about how they do not have the 'natural' talent the pros have. But these comments keep missing THE master key to all achievement, especially accelerated achievement, the picking up the pace to achieve more in just 5 months than in the prior 5 years. They are hunting for the 'how', when the master-key is actually the 'why'. Unfortunately for those of you spending long hours seeking the great wisdom of golf Buddahs there are no secret how's. No magical, mystical, concealed box. All the wisdom is visible. The people profiled as Renegade Golfers and the many fastest achieving golf improvement members are not doing any different things than our slowest achievers and drop-outs are shown, told about, directed to, and can do. They all get the same posture, alignment, exercise, impact, and

balance advice. **As a Gold Plus VIP Golf Improvement Member, you would receive everything.** There's no secret edition of this newsletter going only to a privileged few who know the secret handshake and occasionally meet in an undisclosed location, deep in the forest of America's greatest golf courses exchanging zealously guarded strategies over a feast of sacrificial goat...chanting, banging drums, smearing each other with face paint. In fact, there is but one and **only one** distinctive, super-significant difference between those achieving accelerated achievement and those who remain baffled by it and unable to "figure it out", and that "K-Factor" is revealed right here, in direct statement, by Mr. Ron Sheldon of Clear Choice Home Improvements. I leave you to find it. And consider whether you could make the same statement about your own response to everything between these pages each month. Here is his letter dated 06/21/2008.

Hello Scott,

Hope all is well. I wanted to take the time to thank you for the excellent golf lessons. I can't get over the fact you actually were able to teach me within twenty minutes how to play the shot straight or slightly drawing it. I have been golfing for thirty years and have never been able to put any drawing action on my shot only a fade. The best part of it is you didn't tweak my mechanics that much which has allowed me to swing the club naturally yet still feel the difference from the old to the new swing. A bonus has been my sand trap play. By implementing my new swing, while in the trap, I have been able to slide the club face under the ball with ease putting the needed spin on the ball stopping it closer to the hole. You have a very good understanding of the golf swing and all aspects of it, along with the excellent training aids coupled with

your vast knowledge of the golf swing I am looking forward to continued lessons and to have many consistently lower rounds for years to come. If any of your future potential clients need affirmation, please have them contact me anytime.

Thank you,  
Ron Sheldon  
V.P. Clear Choice Home Improvements Inc.  
616-821-5300

PS I feel you helped me shave five strokes off my score during last weeks Wednesday night league. It felt great! Not the same for my opponent however.

## Next Month is September

In Latin, *septem* means "[seven](#)" and septimus means "[seventh](#)"; September was in fact the seventh month of the [Roman calendar](#) until 153 BC, when there was a calendar reform from the month of the Ides of March to the [Kalends](#), or [January 1](#).

**to celebrate get the gift that keeps on giving 7 times over.**

### **“The Seven Topic Golf Lesson”**

This gift CD talks about seven areas of strength in Tiger Woods Swing and how they can be applied to your own game. For a limited time you can give this gift to a favorite client, friend, or loved one for only \$7. Send their shipping address to

[info@grandrapidsgolflesson.com](mailto:info@grandrapidsgolflesson.com) and pay \$7 by paypal to [info@grandrapidsgolflesson.com](mailto:info@grandrapidsgolflesson.com)

Offer expires on the 7<sup>th</sup> day of September 2008.

**Birthdays:** This months birthday winner is Paul Manderfeld. Paul wins a Free Coaching Session.

If you haven't already submitted the day and month of your birthday please submit to [info@grandrapidsgolflesson.com](mailto:info@grandrapidsgolflesson.com) for contest eligibility.

## Referral Leader of the month- Westside Christian. Keep em' coming.



## Schedule update

### Coaching:

Coaching Sessions every Tuesday through September 6PM-7PM

### **Gold Plus VIP Call-In Dates**

8/25/08 8:30PM - 9:30PM

8/28/08 12:30PM - 1:30PM

9/8/08 8:30PM - 9:30PM

9/11/08 12:30PM - 1:30PM

**Junior Golf-** August 23<sup>rd</sup> & 30<sup>th</sup>. Ages 5-7 1:00PM, Ages 8-11 1:30PM, Ages 12-15 2:30PM

**Family Fun Night-** Every Wednesday through August.

### **Seminar Tour-**

9/7/08 Sunshine Church Golf Myths Presentation.

[www.Sunshinechurch.org](http://www.Sunshinechurch.org)

**Patriot Golf Day Fundraiser-** Saturday August 30<sup>th</sup> is Patriot Golf Day at GrandRapidsGolfLesson.com -- \$100 of every individual golf lesson on August 30<sup>th</sup> will go to the Folds of Honor Foundation.

# RESOURCES:

## 1. Golf Training Tool of The

**Month-** Speed Stick. Are your tee-shots shorter than Gary Coleman? Your swing speed probably has something to do with it. The Speed Stick helps your train for speed! Find it at [www.golfaroundtheworld.com](http://www.golfaroundtheworld.com) or get one for the same price with free shipping from your golf instructor. 616-802-4969.

## 2. Pro-Ams

For a complete list of upcoming pro-ams in the Bahamas, Las Vegas, Hilton Head and Los Cabos call 616-802-4969. Must have a handicap of 15 or better.

## 3. E-mail Freedom Day.

The worlds first annual e-mail freedom day takes place August 21<sup>st</sup>. This means you can't check your e-mail all day. Go play some golf! And post your results at <http://emailfreedomday.wordpress.com/2008/07/29/the-official-blog-of-e-mail-freedom-day-august-21-2008/>

## 4. Free Putting Lesson:

Copy and paste this link:  
<http://www.grandrapidsgolflesson.com/features/free-putting-lesson.html>

**5.** Need a referral for the following services? Call me. I network with people in these industries:

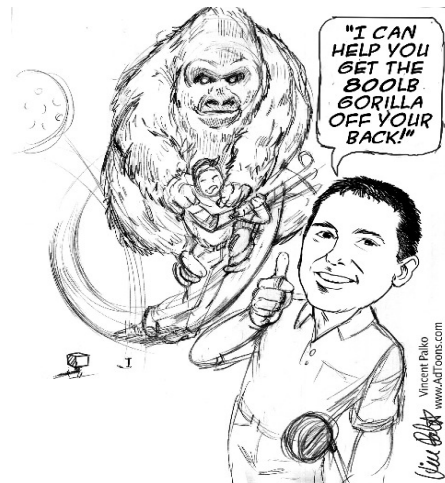
Air Purification, Auto Repair, Banking, Chiropractic, Computer Tech Services, Financial Advisor, Gift Baskets, Life Insurance, Marketing, Massage, Tax Preparation

**6. Golf Course Home-** This month's sponsor is John Rice of Green Ridge Realty. John has a featured home overlooking the 4<sup>th</sup> green of Crystal Springs Country Club. Please forward this link to your golf friends.

<http://greenridge.com/712572>

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