

September 2008.

Finally a day to read and write. It has been a chaotic month. I depend on the occasional rainy day to catch up and we finally got some much needed rain on September 4th. It rained all day but it was actually one of my **best** days of the month. For the first time in a while I did not overbook myself. This allowed me to sleep in until 7:00AM and get all my phone calls and e-mails done by 9:30AM. I was not rushed when I went to make copies at Office Depot, took my time getting to the chiropractor, enjoyed a Napoleon Hill CD on the drive and made it to the Caledonia Kiwanis speaking engagement with plenty of time to spare. (If you ever need a good speaking engagement they are a lively bunch!) Because of the rain my afternoon lessons were cancelled and I had some time to reflect and write. Not only that but I spent **two entire hours playing with my son Lucas**. I'd have to say it was an A+ day. But you couldn't call the day *perfect*: Wasted a trip to the bank, lost three important phone calls to bad cell service, lost four hours of lessons, sales presentation was rejected 15 times, didn't get anywhere with several phone calls and e-mails.

How's that work? How can you have an A+ day with so many things going wrong?

Maybe life should be a quest to be 'outstanding', instead of 'perfect'. How many times do you try to hit the perfect golf shot? I've got news for ya, It ain't gonna happen on God's watch. You'll hit burnout faster than a Russian Gymnast if you try for *golf perfection*.

Speaking of perfection; After twenty years of playing golf I finally had a **hole-in-one**. Albeit an unofficial hole-in-one. I suppose I should still be held accountable for an official one.

Why do I say unofficial?

Let me set the scene. I was referred to a golf outing to run a "beat the pro" fundraiser for them. (something I do next time you are looking for a **great way to raise \$\$** for your outing). The outing was at Forest Akers West Course and the beat the pro was on hole number 10. I say unofficial hole-in-one because I had 13 opportunities to play the shot that day. Each group that comes through pays to see if they can beat me. I play one shot per group. I made the 7th one. It was great fun for all and **I didn't have to buy drinks!**

With that I hope you all had a great summer and now that you are "back to school" let the learning continue...

Quotes of the month

The illiterate of the future are not those who cannot read or write. They are those who cannot learn, unlearn, and relearn.
~ ALVIN TOFFLER

When written in Chinese, the word CRISIS is composed of two characters- one represents DANGER and the other represents OPPORTUNITY. So never be afraid, never be afraid to raise your voice for honesty and truth and compassion; against injustice, lying, and greed. If you will do this, not as a class or classes, but as individuals, men and women, you will change the earth.
~ WILLIAM FAULKNER

**The Back to School Vocabulary-
Building Word Of The Month is...**

Diligent

1. Characterized by STEADY, EARNEST effort
2. PAINSTAKING
3. Investigating
4. Attentive to detail

5. Careful and meticulous
6. Dogged and persistent
7. UNRELENTING
8. Fr Latin words meaning: to esteem, to love

Opposites: lazy, sloppy, casual, sluggish, wasteful

Sources:

Webster's Dictionary; Roget's Super Thesaurus

You might say that I have been diligent in letting you know about the \$500 in FREE Gas. Why? Because I know that there is not one single golf instructor that can come even remotely close this offer. It is so damn good that I have completely eliminated all the competition. And I wanted to make sure you knew about it. Not only that but I wanted to make sure you knew that your referrals also qualify. So even if you are crazy enough to not take the offer you still get the \$500 in FREE Gas just for sending a qualified referral! So that's actually...

\$1,000 In FREE GAS!

**Playing More Golf =
\$500 FREE Gas!
Stop Letting The Price Of
Gas Keep You From
Playing the Game You
Love!**

From now until September 30th 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- You are all familiar with the hit television show Survivor. And you are all familiar with the excuse "I'll get to it someday." Well, today is the day, there is **No More Someday Isle**. Vote yourself off the Island.

I had a golfer tell me on the afternoon that I wrote this that he would call me in the spring. Well why not this day, this week, this month? Why wait until the spring? Does he want to delay his progress another 7 months?

Ponderings II- Look yourself in the mirror every day and say "I am a good golfer". You are not lying, you are telling the truth in advance.

Ponderings III-

As an astute affluent consumer you are seeing and know that you are going to experience net reversals in your present wealth, via inflation outpacing investment yield, value losses in stocks and real estate, and increased income and capital gains taxes reducing current contributions replenishing the losses.

However the overwhelmingly majority of you also believe the **temporary loss of net worth will return of its own accord over 5 to 7 years**. Consequently many of you will be more careful about your investments over the next 6 to 18 months yet do not feel that you have to dramatically alter your lifestyles. I translate this to mean that you retain the ability to buy, you will buy, **but** need to feel more thoughtful and sensible about doing so; hence the **\$500 in FREE Gas**. Let's do the math,

1. You know that your investments are going to lose value over the next couple of years.
2. You have no interest in changing your lifestyle.

The solution: Invest \$499 in golf instruction and get \$500 back over the next 20 months. Your lifestyle doesn't change and your investment doesn't lose money like your stocks and real estate will.

A win-win

"This \$500 FREE Gas thing seems too good to be true. What's the catch?"

I know you are all thinking that, you just aren't saying it. So here ya go: **It's a continuity program for the gas companies**. They are providing a ton of free gas for you to use them exclusively and send in your receipts

as proof. That's it! Full disclosure can be found at www.grandrapidsgolfflesson.com

Now I know you are from Michigan and you have to think about it for 3 years before making a decision but I advise you not to think about this one. If your wrong who cares, **you have the boldest double guarantee in all of golf to back you up**. Plus a complete return of your money with the \$500 in FREE Gas!

In lieu of a guest column...

I thought I would give you some insight into what I am working on. My last competitive event took place on August 15th and 16th. It was a 36 hole two man scramble at my childhood golf course Huron Shores. My father and I play this event each year since I moved back to Michigan.

Going into the event I had practiced very little. And unfortunately the ball was going both directions. It was either a block fade or a pull hook. The **worst combination for scoring** because you never know where to aim. After struggling through day one I went to the range and worked on a power fade. This shot is more reliable when your swing isn't working the way you want it too. To accomplish this I aim down the left side of the fairway and promote a slight outside to in downswing path. I also use a slightly weaker grip to hold the club face angle slightly open at impact. This isn't the *best shot* to play but at least it got the ball going in one direction instead of left and right. The result was a **one stroke improvement** from day 1 to day 2. We did not putt well on either day but at least I was able to get the ball in play more often in round two. We scored 15 under par for the two days and finished in 5th place.

This month's special member offer is a FREE K-VEST training session. All afternoon on the 26th of September and the morning of the

27th of September you are invited to come out and practice with me. We will share ideas on what we are working on and hit some balls. Each member will receive 30 minutes of K-VEST practice time. If you are receiving this you are not yet a member and will need to upgrade to the Silver Level or higher to participate. Call 802-4969 to upgrade and set a time for your 30 minute practice session.

BETTER GOLF **INSTRUCTION SECTION-**

The Golf Pro's Secrets: (You may need them now more than ever)

Up in the air. It's a bird, it's a plane- no, it's SuperScott. There was a time when I like you had a strong desire to get better at golf. At the moment I have been side tracked building this business, but we'll get back to that. While I was training it was not uncommon to go to the golf course and play 36 holes between 7AM and Noon, then chip and putt for 30 minutes only to come back and play 18 more holes and chip and putt for two hours in the evening. This was about outworking the competition. It wasn't about going out and buying a \$500 driver to fix the problem.

In a recent episode of Gene Simmons' show, his daughter ruefully said to him, "I think I'm taking on your work ethic." To which he said, "Good."

I'm afraid I'm NOT the kind of Kool-Aid the **no-practice-crowd** wants to drink. I drive them away from GrandRapidsGolfLesson.com with this kind of talk. I'm **not** sorry. And now that an overly generous economy has turned irritable and more demanding, and business folk are having to dig in and work, I'm hearing a lot of whining that there is no time for golf. Hoshbog, now is the time to get more efficient at your practice, etc.

"All things come to he who waits, as long as he hustles like hell while he waiteth."

You decide your level of golf. Make a decision. All golf skills are learnable. You are probably only one mastered skill away from taking off 5 strokes from your game and playing better in the next 6 months than you have in the previous six years. Do not wish, try, hope, pray for, want, need, or desire the mastered skill, but ask yourself 'how' you are going to master it.

Back To School Basix

It's late in the golf season and most of you are at your peak performance levels. I know many of my lowest scores came in the month of September. In September 93' I tied the 9 hole course record at Huron Shores with a **30**. In September 95' I shot a **66** in high school competition that still stands as a school record today. In September 00' I lapped the field at the West Michigan PGA Championship by using the "Secret Putting Numbers" for my first professional victory. These putting numbers are no longer secret and can be found at

<http://www.grandrapidsgolfflesson.com/ebooks/86.html>

But September is also the month that you can get *sloppy, overconfident* and *lazy* because of all the good golf you have been playing. This usually gets you away from the basics. Before you get too fancy and start destroying your game remember what got you here to begin with.

Grip, Stance, Alignment, & Posture

Grip For Speed & Accuracy

Grip pressure is more important than the exact positioning of your grip. However, if you are just learning the game and you have yet to match a grip to your swing idiosyncrasies, or

if your handicap is above zero, a fundamentally correct grip is as follows.

First grip the club with your lead hand (left for right handed players). Hold the grip in your fingers and allow the palm to wrap around the side of the grip that faces up and away from you. Your left thumb will point towards about 2 minutes after twelve o'clock if you imagine looking down at an upside down clock (sounds ridiculous doesn't it, but some people relate to the clock thing☺). If you read my old golf instruction you would find that I say to point your left thumb at 1 o'clock. This could be true depending on your view, but I have changed how I describe it because too many clients had a **large gap** between their left thumb and index finger with this type of thinking. Your left thumb should be *connected* to the base of your left index finger. It should also be 'short'. Do not stretch your left thumb down the grip. Keep it *short and connected*. This will give you extra support throughout the swing.

The right pinky finger will then interlock or overlap between the left index finger and left middle finger (this varies based on your hand size and feel preference). The right fingers will hold the grip **lightly**, and the right palm will wrap around the left thumb. The right thumb will point towards eleven o'clock but it will also be very close to the base of the right index finger in a webbed like fashion. The hands should be connected with no gaps. See **EXHIBIT 1**.

Grip the club as **hard** as you can. We will call this grip pressure a ten. Then grip it so **light** it falls out of your hands. We will call this grip pressure a one. Now grip the club with pressure in the **three to four range**. This is the correct grip pressure for you to maintain for most golf shots. It is important that after setting up with the correct grip pressure, you

maintain the correct grip pressure throughout the swing.

Full Swing Stance

Your stance will vary depending on the type of shot you are trying to accomplish. In this example we will focus on a full swing straight seven iron. Your feet should be... to get the rest of this months golf instruction on full swing stance, alignment, posture, exhibit 2 and 3, upgrade to the golf improvement membership by calling 616-802-4969.

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. **At this level, as a Gold Plus VIP Golf Improvement Member, you are receiving 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. Carl Cress of Ada, MI. 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.

“Scott, since working with you I have shot under 40 (39, 39, & 38) three times now. You're the best !!! I can't thank you enough for your teaching approach with me to the game both mentally & physically. I look forward to completing this years appointments and look favorably to returning next year.” Carl Cress, Ada, MI

Birthdays: This months birthday winner is Jon Vipond. Jon wins a Free Coaching Session.

If you haven't already submitted the day and month of your birthday please submit to info@grandrapidsgolffesson.com for contest eligibility.

New Birthday Card System. Never forget another birthday card again and send a personalized birthday card just like Grandma sends for less than \$1! Go to this sight www.sendoutcards.com/pgatour and click on “Click here to send a card” and I will buy you your first card. Use the password “Gift”

Referral Leader of the month- Dick O'Connell,

David Eggerichs, Colton Emeot, Brady Strabel, Char Gritter, Barry Hillmer, Greg Wisz and Jerry Blow. Keep em' coming.



Schedule update

Coaching:

Coaching Sessions every Tuesday through September 6PM-7PM

Gold Plus VIP Call-In Dates

9/22/08 8:00PM - 9:00PM

9/25/08 12:30PM - 1:30PM

10/9/08 12:30PM - 1:30PM

10/13/08 8:00PM - 9:00PM

10/23/08 12:30PM - 1:30PM

RESOURCES:

1. Golf Training Tool of The Month- Tour Tempo. Are your friends always telling you to slow down? You are probably already swinging to slow. Just ask Nick Smith of Bank of America. He gained 20 yards with his 6 iron in just one session with Tour Tempo. Find it at www.tourtempo.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. Free Putting Lesson:

Copy and paste this link:

<http://www.grandrapidsgolffesson.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. Healthy Eating For Better Golf: Join the Wellness Forum on September 23rd 7:00PM for a FREE Cooking For Weigh Loss class. Chef Del Sroufe has loved to cook since he was 13 years old. Since 1989 he has been delighting clients with his recipes in Ohio. After much experience with restaurants and his own bakery, he joined the Wellness Forum in 2006 and continues with his wonderful vegan offerings. Watch Del as he provides great tips and recipes for low-fat, nutrient dense delicious dishes. Del is an incredible chef who has lost 160 pounds in 2 years, so he speaks from experience in regards to weight loss. Watch the DVD and then taste-test some of his recipes. Whether you want to lose weight or just get some new recipes, this will be a great workshop.

Call 616-942-7907 for reservations
The Wellness Forum 830 Forest Hill Ave
Located in the Forest Hill Office Center
between Cascade & Ada Dr.

PGA Golf Guru
330 Covell SW, Grand Rapids, MI 49534
616-802-4969
www.grandrapidsgolflesson.com

Watch This Video!

<http://www.grandrapidsgolflesson.com/features/golf-video.html>

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