

Find all the GHOSTS, GOBLINS & DEAD CELEBRITIES

October 2008.

October. The eighth month in the old Roman calendar. October retained its name (from the Greek "*octo*" meaning "eight") when January and February were added. "Octo" is never a good number to see on a scorecard. Like a *horror film* befitting of Halloween, no one likes to see the 'snowman' appear...

Snowmen and other such big numbers normally happen for one of several reasons:

1. Poor choices
2. Consecutive crappy shots
3. Mental meltdowns

- **Poor choices:** most bad swings – and hence bad results - start with bad choices. Making choices to play in ways that are beyond our capabilities and/or competencies, or simply because we feel we "should" be able to hit a particular shot, are often the cruxes of big numbers. Instead, play the shot you are confident you can pull off 9 times out of 10.

- **Consecutive crappy shots:** this is another recipe for a big number... how to avoid? Improve the *quality* of your miss-hits. In a nutshell, that's what the game of golf is all about. Make your *rotten* shots a little more palatable, and the big numbers will begin to dissipate on your score card.

- **Mental meltdowns:** Realize when you step to the first tee, that you *will* hit some bad shots on the golf course. It's going to happen, even to the best players in the world. That way, when those mis-hits rear their ugly heads, you will be less surprised, irked, disappointed or frustrated – and more willing to *accept* the outcome and respond in a positive way.

Golf's most difficult challenge or two much time at the office? You decide
Click here:

<http://www.youtube.com/watch?v=HMWjUqr3o9s>

If you haven't thrown a rock through your television and are still watching all negative crap rolling out of the extremist media you probably need a little pick me up. So here it is from fellow PGA professional Marc Solomon. Reprinted from his Oct. 2nd newsletter.

At Least We Have Golf!

The golf course may be the one place that we can all congregate and be on the same side – supporting to each other after bad shots and cheering one another after fabulous drives. It's the place that a Democrat can give a pat on the back to a Republican and a Republican can high-5 a Democrat. It's the place that Conservatives can say "Alright, awesome shot – that was fantastic" to a Liberal and a Liberal can say "it was a pleasure to play with you" to a Conservative.

On the golf course it's 'all for one and one for all' – enjoyable golf is a bipartisan initiative.

On the golf course - political views are often not exchanged. The talk is about golf and being around people you enjoy. It's the one place that we're all supporting the same agenda – 'the search for consistency on the golf course'. And when a Golfer that's been struggling all day – finally hits a good golf shot: we all get excited for that person – regardless of political party, skin color, religious background or even if they live in New Jersey - and that's the way it should be.

The golf course is the Green Zone – it's the place where we can get away from all the nonsense.

Sure, you might be unlucky every-once-in-a-while to get stuck with a jerk – but that's just the way it is. The good people that you meet and the friendships that you create – far out-weigh the occasional annoying Golfer you're stuck with for 18 holes.

Whenever I open up the newspaper – all I read about is war. Whenever I switch-on the television – all I see is Democrats hating Republicans and Republicans hating Democrats

'At least we have Golf'

Whenever I turn on the radio – all I hear is that we're going from recession into depression. And whenever my computer finally comes up and Internet Explorer goes to Yahoo – all the intellectual chatter is about Brittany Spears or Paris Hilton

'At least we have Golf'

Have you ever played 9-holes and walked into the clubhouse before going onto #10; passed through the bar area where the television has some sort of news on? Have you ever felt the shock of coming back into the real world after spending 2 utopian hours on the golf course with nothing to think about besides golf and friendship?

Being able to focus on your golf game for 18 holes (4 hours or so) without talk of bail-outs or Vice Presidential candidates or political emails putting the other-side down – being able to get away for 18 holes may be more important now than I can ever remember. Well, at least for me

it is. During these tense times – let golf be your outlet to get away from it all. This maybe the one time that if the pace of play is slow – it may be a blessing in disguise!

In this time of many questions – the tendency is for people to stay away from the golf course. It's my belief that in these times – you should spend a little more time at the golf course. Get away from everything that's out there – and get back to what makes you happy.

One side says we shouldn't be there – the other side says we need to be there

One side says that it's their fault we're in this mess – the other side says it's not us, it's you

'At least we have Golf'

One side says we need a bail-out – the other side says don't give away my money

And I don't give a rat's butt about Brittany Spears or Paris Hilton!

'At least we have Golf'

In these uncertain times when many people are worried about tomorrow – let alone next week or next month or next year ... At least you have Golf.

In these times where many people are scared for their money and nervous about their jobs and worried about who's going to be the next President ... At least you have Golf

And tonight (October 2nd, 2008), during the Vice Presidential Debate – with a 100 million people watching here in the US

and probably millions more in other countries around the world – when you hear either of the candidates give an answer that you disagree with, don't get upset, don't let it affect your blood pressure, don't say anything hateful – just roll your eyes, rotate your head from side to side and look at whoever's in the room with you and say: *'At least we have Golf'*.

Then wake-up Friday morning, ditch work and get in 18 holes!

The Monkey gets sucked into 'the sky is falling' philosophy

The Player tees it up!

Go ahead, Be a Player!

Marc Solomon,
www.GolfMadeSimple.com



Ghostly Quote of the month

"He who is not every day conquering some fear has not learned the secret of life." ~ Ralph Waldo Emerson

Ponderings- Are you afraid of the "bad round" goblin? Here are Ten Ways To Enjoy A Bad Round

Don't worry if your swing goes south. You can shoot Randy Jackson's weight and still have a great day, with these tips, drills and words of wisdom.

Make it personal

1. If you're on your home course, says Top 100 Teacher Gary Wiren, keep a record of your personal best score on each hole, and try to break as many of your lows as you can. "You can shoot 105, but if you walk into the clubhouse, grab a beer and drink to that first-ever birdie on 18, that's happiness," he says. Bonus: The hole-by-hole approach takes your mind off your overall score, which can in turn save your overall score.

Make it fun

2. Play some games, says mental-game expert Joe Parent, who has worked with Vijay Singh and David Toms. "Bet with your friends on silly things, like up-and-downs from trouble spots," he says. "Try heroic shots--hit driver off the deck, putt out of bunkers that don't have lips. Hey, your score is toast, so what have you got to lose? Have fun."

Set attainable goals

3. There's nothing wrong with gunning for a number, according to Top 100 Teacher Rick Grayson. "But your score is outside your control. I have my students set attainable goals. Something as simple as 'I won't throw any clubs,' or 'I'll tee off only with hybrids on par 4s and par 5s.' These are things you can control, and when all else is failing, it gives you the satisfaction of accomplishing a mission."

Break glass for swing

4. If you club feels like an unfolded lawn chair, you still need to... to get the rest of the ten ways to enjoy a bad round become a Silver Golf Improvement Member for only \$9.99/month and get all the monthly benefits plus a \$51 savings per lesson! Call 616-802-4969 to upgrade!

Ponderings II- 10 Things you don't know about **Scott Seifferlein**



- 1 Baseball was my first love, sports-wise
- 2 I once got so mad in a high school practice that throwing one club wasn't enough. I picked up the whole bag, and to my teammates astonishment, I *heaved* all 14 clubs at once.
- 3 I check out www.weather.com everyday. If I wasn't a golf pro I could see myself filling in for our Grand Rapids Meteorologists
- 4 When learning the game from age 11 to 15 I was one of the fastest golfers around. Playing most of my rounds in less than 2 hours.
- 5 In 1994 a friend and I played 126 holes in one day. Walking and carrying a full set of clubs the entire time. I couldn't move for two days afterwards.
- 6 Adapting to tournament golf slowed my game down to a point where I was often too slow and calculating. In 2001 my group was put on the clock in a mini-tour event and I decided my pace of play had to change. Now I average about 25 to 30 seconds for the pre-shot routine.
- 7 I've never had an official hole-in-one.
- 8 From the age of 11 to 18 I *meticulously* recorded every single score from every single hole I ever played. I still have the data today.
- 9 My first set of clubs were some old Haig Ultra's with a plaid bag that was so embarrassing I *almost* quit the game.
- 10 Golf was so appealing at the age of 11 because for the first time in my life I found a sport in which I did not have to depend on a teammate.

BETTER GOLF **INSTRUCTION SECTION-**

Sometimes its scary how identical golf is to other sports. This months instruction section is dedicated to football players and baseball players.

It's football season and you are spending your Sunday afternoons on the recliner. **So how can that benefit your golf game?** Watch Ray Lewis or your favorite linebacker the next time he takes his stance. Emulate the straight back, bend at the hips and weight over the balls of your feet.

Not a fooseball player? How about relating to baseball. Copy the weight position of Mariano Rivera. His pitching position is comparable to the top of the backswing position. The key points are the trail leg leaning towards the target and the upper body leaning away from the target. This exhibit is available for golf improvement members. **Upgrade today!**
616-802-4969



HOW TO SCARE UP An Extra 10 yards FAST!

If you have always been told to keep your head down, you have undoubtedly topped the ball a few times. Here's the **shocking truth**. You didn't look up and trying to keep your head down actually caused you to... get the rest of this priceless golf advice by upgrading to the Silver Membership today! Call 616-802-4969.

New Slice Cure comes from a device as old as Russell Crowe- The year was 1964. A future Gladiator was born. And the *Sharpie*® was invented. For years the trusty marker has been used to post your golf score and now it can be used to save your golf score. Or at least fix your slice.

One of the leading causes of the slice is a cupped lead wrist. Your lead wrist is the one closest to the target. (left for right handers) Your ability to control it determines your ability to control the clubface and direction of your golf shot. Cupping the lead wrist is a phrase used to describe a backswing position achieved by the lead wrist. Generally the wrist will get cupped at or near the top of the backswing.

When the lead wrist gets into a cupped position it is no longer flat to the lead forearm. Assuming a standard grip, a cupped lead wrist causes the clubface to be in an open position. If not compensated for in the downswing an open position will lead to a slice.

Cupped Wrist Correction:

Practice hinging your lead wrist. Keep the back of your lead hand flat to your lead forearm while performing this exercise. It takes very little wrist movement to get a full hinge. Keeping the back of your hand flat to your forearm will significantly reduce the amount of wrist movement. If you struggle with this; place a *Sharpie*® in your golf glove as shown in **Exhibit 4**. Upgrade now before you miss next months exhibits! Keep the *Sharpie*® flat to the back of your lead hand and forearm. The downside to this tool could be a broken blood vessel. For a kinder training tool, order the Tac-Tic Wrist Trainer from your PGA Professional (That

would be Scott Seifferlein if you are new to how this game is played)

Go from 96 to 76 in one day without a swing change! This is the kind of crap you should never read in a golf newsletter. My only excuse is that it's true. Here are four great tips that helped Connell Barrett drop 20 strokes overnight.

PLAY HOLES ON THE RANGE

Scrape, hit. Scrape, hit. Don't mindlessly beat range balls pre-round. Instead, using your regular routine before every swing, imagine playing the course's opening three holes. This reduces the unhappy tension that can plague your first several swings.

PLAY TO YOUR PERSONAL PAR

Change your course's par to reflect your ability, adding a stroke to the most difficult holes. You're a 12 handicap? Your par 72 is now an 84. (Write the new "par" for each hole on the scorecard.) This gives you a realistic score to shoot for and helps your course management.

AIM FOR THE BACK OF THE GREEN

On approach shots, hit the club that, if struck perfectly, will reach the back of the green. This brings more green into play if you mis-hit the shot. Also, don't expect to rattle every pin--the pros don't. The average leave on Tour from 100-125 yards is 21 feet from the hole, according to Shotlink.

Commit-And Let 'Er Rip

Standing over the ball, find a swing thought that helps you commit to the shot. For me, it was "Hulk Smash!" which helps me accelerate through impact. A positive thought wards off fear about where the ball will go. Remember: It's gonna come down somewhere.

Source: Connell Barrett, Golf Magazine, October 2008

Birthday's: This months birthday winner is Marc Lindhout. Marc wins a Free Coaching Session.

Have a November birthday? Please submit the day and month to info@grandrapidsgolfflesson.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 www.sendoutcards.com/pgatour and click on "Click here to send a card" and I will buy your first card. Use the password "Gift". By the way, my birthday was October 5th and the only birthday card I received was from Darlene Cress, my financial advisor at Raymond James. You can bet her card stood out. Take note business owners!

Referral Leader of the month- Tom Picardy of Fortune Financial Group. **All-time Referral Leader-** Darlene Cress of Raymond James



Schedule update

Winter Golf Instruction:

East Paris Location:
Tuesdays, Wednesdays & Thursdays 5PM - 7PM
Muskegon Location:
Mondays 7AM-6PM

JW Marriott & Amway Location:
TBA

Additional Fitness Center Locations
TBA

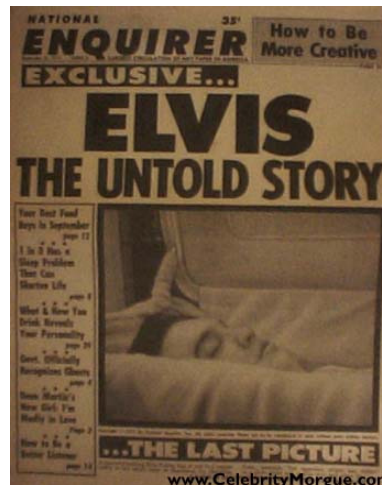
Mental Toughness For Golf:

November 6th at Mary Free Bed Rehab Hospital
6:30PM - 8:00PM. Free For My Members. Click here to register:

www.regonline.com/mentaltoughnessforgolf

Gold Plus VIP Call-In Dates

11/10/08 8:00PM - 9:00PM
11/13/08 12:30PM - 1:30PM
11/24/08 8:00PM - 9:00PM
12/8/08 8:00PM - 9:00PM



RESOURCES:

- 1. Golf Training Tool of The Month-** Wicked Wedge. Are your friends always telling you to shift your weight? The Wicked Wedge is a new training tool developed by two local golfers. It helps you understand proper weight transfer in the backswing and forward swing. \$19.95 from your golf instructor. 616-802-4969.
- 2. 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, Wealth Management, Gift Baskets, Life Insurance, Marketing, Massage, Tax Preparation

3. Do you belong to a group or professional organization that needs speakers? Scott Seifferlein may be available for your group.

4. What Golf Outings Do You Play In? Scott Seifferlein will be providing various golf outing services next year. Please send golf outing contact info to info@grandrapidsgolflesson.com

“Thank you for an outstanding, but too short of a presentation at the Caledonia Kiwanis Club. I could have listened to you for a much longer time. I was the gentlemen who asked the question regarding 3 to 1 ratio between men and women. I must get my wife in touch with you in the very near future. She has just taken up the game and would like to improve her striking ability. Thank you again.” B. Lynn Benedict

Last Minute Housekeeping Notes:

*Have Golf Questions about the swing, rules, etiquette, the tour, equipment, mental game or anything else golf related? Send in your golf question to get answered in a future edition.

*Interested in the upcoming election? Need some opinions from marketing guru Dan Kennedy? Send a request to info@grandrapidsgolflesson.com with the subject line “politics from the right” Warning! This is harsh stuff.

Guess the name of this famous author and win a free coaching session



Your Partner In Golf Success,
Scott Seifferlein



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