

## November 2008.

Welcome to the Annual Turkey Issue. The family made a recent trip to the zoo so this issue covers more than just Turkey & Stuffing.

### Quote of the month

“Never speak of the times as being hard, or of business conditions as being doubtful. Times may be hard and business doubtful for those who are on the competitive plane, but they can never be so for you; you can create what you want, and you’re above fear. When others are having hard times and poor business, you will find your greatest opportunities.” - Wallace Wattles (1910)

The same can be said for golf in difficult or unusual conditions. While everyone else is P & M’ing about the *wind*, the *hard greens*, the *water*, the *tight fairways*, the *tough* hole locations, how *hot* it is and how *cold* it is, you can be on the offensive and **take advantage of the blood on the streets.**

I have no excuse for the lateness of this issue. It is hunting season but I don’t hunt. Which makes it difficult to fit in around my wife’s side of the family. While I was at home *slaving* away on this newsletter my sales letters became an easy target for those deer hunting Carhartt wearing relatives of mine. It was suggested that I would not need a gun to get my deer because my sales letters and guarantees would convince the deer to **surrender without a fight.**

But don’t believe they are that hard core. Upon returning from hunting camp my uncle said to his wife. “Honey, I have worn the same pair of socks for the last five days. I looked everywhere. **Why didn’t you pack me any socks?!**” To which she replied “I did pack you socks. I packed them in your gun holder.”

So now we know what you big strong hunting men really do in the woods.

### Do You Have A Plan?

At a recent Public Policy Breakfast with Legislators, Representative Fulton Sheen said the state government has **no goals and no plan.** How do you think your golf game will perform if you have no goals and no plan? About as good as our state is performing? No wonder all the moving vans are headed south.

So you better have a plan or U-haul will be stopping by to pack up your golf game. However, sometimes even when you have a good plan it can go south. So...

### When Things Don’t Go As

**Planned-** Wallace Wattles is right but we can all agree that things haven’t necessarily gone as planned the past few years.

The moral of Earl Nightingale’s greener pastures story is, nobody’s business or life is perfect, and the most perfect of another’s situations is **rarely** as good as it seems from afar. It would be dangerous to trade, even with the person you might envy most, based only on observations from a distance. It’s usually better to work at making your own “game” better and more to your liking than to envy or swap for another.

For me, golf is the constant reminder that things don’t always go as planned. Actually, with golf, they rarely go as planned. Golf is no game for anybody who can’t handle disappointment. When competing on the club pro circuit I would have about 30 events per year. Some one day, some two, some three and a few four day events. **Usually only 3 worth bragging about,** another 10 or

so satisfactory. Oh, and I was in the top 20 of over 100 on the assistants tour and in the top 50 of over 200 in the overall standings. Average winnings were about \$6,000 per year, but when you add in tournament entries, caddy fees and travel it was a **good** year to break even. But by comparison to lots of people with serious troubles, losing money playing golf is not much more than a mosquito bite. Of course, perspective's **never easy** when you're being bitten.

The ways most people react to disappointment, frustration, loss, to things not going as planned are (a) moping around, (b) poor-me'ing, (c) sympathy-seeking, or (d) being mad at other people, God, or the world. As far as I know, none of those responses will cure or treat whatever disease you've been diagnosed with, fix whatever career problem has presented itself, or replace those golf losses.

Successful people usually respond differently. They may indulge briefly in #!@&!, but then they "re-calibrate" to either doing something **constructive** and **productive** to repair or improve the offending situation, or to working on something else they can affect positively. Really successful people "re-calibrate" quickly and automatically. Pigs wallow in mud and shit. Successful people do not permit themselves to wallow, no matter what.

### The End Of Golf Is Near!

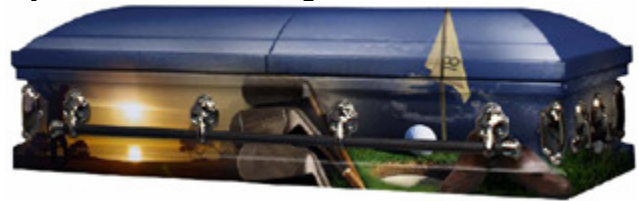
Stop what you are doing and play golf now! No it's not because Obama is going to tax us off the course, it's because the **next ice age is coming!** According to Storm Team 8 Weather News; Bill Steffen has announced the Alaska Glaciers grew this year for the first time since the

1940's. This month alone Fairbanks is nearly 5 degrees cooler than average, Anchorage is having one of the coldest years ever. Alert, Nunavut, Canada is reporting an average temperature of 2 degrees cooler than average and **Al Gore is nowhere to be found!**

The glaciers will be upon us before we know it! Our golf courses will be turned into year round ice skating rinks. Get your golf in while you can!

## Stuffing-

After last weeks election I know some of you were considering a long walk off a short ledge. I don't recommend it as America will continue on no matter who is in office. But for those of you ready to concede, at least you can now go out in style with these new golf themed caskets.



fairway to heaven © 2007

Learn more at

<http://tributefunerals.com/hfg.aspx>

### Now for the good things that will come out of the election...

1. The USGA will be changing its Rub of the Green Rule. From now on if you get an unfair bounce or lie on the golf course you will be able to place your ball in a better situation.
2. All green fees for those making more than \$250,000 per year will double.
3. Those over the age of 50 making less

than \$50,000 per year no longer have to pay green fees and will only be required to pay a cart fee.

4. The term "gimme" putt will be changed to "entitlement" and will be used as follows:

-handicaps below 10, no entitlements.

-handicaps 10 to 17, entitlements for putter length putts.

-handicaps above 18, if on green, no need to ever putt, just pick it up.

5. A player will be limited to a max of one birdie and/or six pars, any excess must be given to those fellow players who have not yet scored a birdie or par. Only after all players have received a birdie or par from the player making the birdie or par, can that Player begin to count his score again.

(I hope you note the sarcasm because I am laying it on pretty thick)



Be The King Of Your Jungle

## Top 10 Christmas Gift Ideas-

For more information on these great gifts visit [www.grandrapidsgolflesson.com](http://www.grandrapidsgolflesson.com) or call 616-802-4969 to order. Deadline to receive gift by Christmas Eve- December 15<sup>th</sup>.

10. **Golf Myth EBook**- Ever been told to

keep your head down or to slow down?

This is a great stocking stuffer and dispels the seven most common golf myths.

9. **Pure Strike Indoor Golf Training Kit**- Finally you can hit a ball indoors and not kill someone. You don't even need a net for this new invention. Get instant feedback of your impact position with this new training tool!

8. **Secret Putting Numbers**- I can't tell you enough! You will not find a better distance control system in the Universe!

7. **Winter Training Session**- Get a full hour of instruction in your basement, garage, office, or at Potentia on East Paris. (And \$500 in Gas!)

6. **Tiger Woods CD**- See 10 minutes of Tiger's swing at 1,000 frames per second with voice-over instruction on the key factors of body position and clubface position.

5. **The Key**- Add 10 yards to your irons with 5 minutes a day of training with The Key! Learn the secret impact position of the tour pros.

4. **Junior Driver**- Finally! An oversized driver made for juniors. This ultra light driver gives little Joey extra forgiveness and comes in 32" and 36".

3. **Golf/Fitness Golf School**- Locations TBA. This will be awesome! Do not miss!

2. **Short Hitter Driver**- Driver size, 3 wood length and 5 wood loft. The perfect combination for the golfer you know who hits it less than 175 yards.

1. **Winter Training Membership**- The ultimate 6 week improve your game course. Potentia on East Paris offers a convenient upscale location to learn golf without distraction. All levels of golfers welcome.

## **BETTER GOLF**

### **INSTRUCTION SECTION-**

**Client of the Month:** Congratulations to

State Finalist Taylor Gould. Taylor plays for the Reeths-Puffer Girls Golf Team.

This is the gift-giving season, and the **greatest gift** you can give is encouragement, inspiration and education to others. Submit the story of your golf experiences for the December issue by December 1<sup>st</sup>.

In financials they say the best time to buy is when there is **blood in the streets**. In golf the best time to take advantage of your competition is November - March. Especially this winter while your competition is hiding from the economy, holed up in their cave, with the kerosene lamps burning.

## Winter Golf Advice You Should Be Most Thankful For-

10. Read Quantum Golf by Kjell Enhager.
9. Practice your lead wrist exercise while you watch your favorite television program.
8. Write out your goals on paper and put them where you can see them everyday.
7. Review all your best shots from 2008.
6. Visit a golf fitness trainer. Call me for a recommendation.
5. Invest in a good putting trainer to grove your stroke. Try the Putting Arc or the Secret Putting Numbers Pendulum Putting System. You know where to get it!
4. Watch Caddyshack, Tin Cup, The Legend of Bagger Vance, The Greatest Game Ever Played, and whatever you do don't watch Caddyshack II.
3. Review all past issues of this newsletter.
2. Stretch and stretch some more. You can't get too flexible!
1. Be nice to your spouse so you can play guilt free golf everyday April - October.

## Is your golf advice coming from a turkey?

Be careful what you read. A recent golf Magazine article with PGA Touring Professional Stewart Cink instructed to play the ball back in your stance for iron shots. The picture next to the article showed Stewart playing the ball forward in his stance. Common ball position for a mid iron is one to two inches ahead of the spine. In this picture Stewart has his ball position slightly farther forward than most good players. There are two good lessons here: Clearly there is not one perfect ball position. And clearly you have to be very careful how you interpret what they are saying vs. what they show in the pictures.

### News about your putting:

From GOLF WORLD MAGAZINE November, 2008, Equipment Article on page 14 by E. Michael Johnson. Martin Brouillette, professor of mechanical engineering at the University de Sherbrooke in Quebec, Canada, said, "A two-degree loft with high MOI and Low Center-of-Gravity is a great recipe for a putter."

The new Ontic Golf Putters have 2.5 degree of loft angle, Very high center-of-Gravity, DST Sole for high MOI and adjustability of custom lie angles.

Call Scott Seifferlein to get fitted for the new Ontic putter. Buy local. Ontic golf is a Grand Haven company. What a great Christmas Gift!

## Sweet Potatoes-

- Celebrities taking golf lessons: Clint Eastwood, Catherine Zeta-Jones, Michael Douglas, Dennis Quaid, George

Lopez, Justin Timberlake, Steve Nash, Samuel Jackson, Kathy Ireland, Angie Everhardt, Ray Romano, Kevin James.

• **Golf Joke Of The Month-** It is official. According to one Crystal Downs member, The current Financial Crisis is worse than divorce. Upon hearing this statement the Crystal Downs pro asked why he would say such a thing. The member responded, "I have lost half my money and I am stuck with the same woman."

## Corn-

Where did this quote come from?  
"I'm dying to see it."

- A. Someone talking about a trip to Mount Rushmore
- B. Someone talking about the new Verizon Cell Phone.
- C. Someone talking about a trip to the Egyptian Pyramids.
- D. Someone talking about the Great Barrier Reef.

If you guessed B you are correct. Yes, sadly our society worships cell phones more than the world's truly great creations.

**Birthday's:** This months birthday winner is Eric Delong. Eric wins a Free Coaching Session.

Have a December birthday? Please submit the day and month to [info@grandrapidsgolfflesson.com](mailto:info@grandrapidsgolfflesson.com) for contest eligibility.

**Christmas Cards** Send Personalized Handwritten Christmas Cards for less than \$1 in under 60 seconds. Just like Grandma sends 'em. Go to [www.sendoutcards.com/pgatour](http://www.sendoutcards.com/pgatour) and click on "Click here to send a card" and I will buy your first card. Use the password "Gift".

**Pumpkin Pie-** To be young again!



## 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

Your house or corporate office- Based on availability. Call for times. 616-802-4969

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

12/8/08 8:00PM - 9:00PM

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

12/22/08 8:00PM - 9:00PM

## All-time Referral

**Leader-** Darlene Cress of Raymond James

# RESOURCES:

**1. Golf Training Tool of The Month-** Pure Strike Indoor Training Tool. Get instant feedback of your impact position with this new training tool and Rick Smith lesson video. Call to order 616-802-4969.

**2. Billion Dollar Rolodex-** 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@grandrapidsgolfflesson.com](mailto:info@grandrapidsgolfflesson.com)

IF YOU THINK YOUR BIZ BELONGS IN THE 'BILLION DOLLAR ROLODEX', better get me info and tell me why fast. I'll be working on it over the next 3 weeks. You have to sell me on putting you in, by the way, so don't just FAX in a listing. You have to convince me you should be included; tell me about your guarantees that protect my Members, about your expertise, value, etc.

**“Great feedback on the presentation. Thank you for working with me to offer this to the MFB employees.”** Dawn Buckley, Mary Free Bed Grand Rapids

## 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.
- The rewards for good intentions are small. The rewards for unfulfilled talent just as small.
- “Sticktoitiveness” Defined by Dan Kennedy as a strength of character, a philosophical position, a consciously valued and directed behavior, a habit.

Your Partner In Golf Success,  
Scott Seifferlein



Scott Seifferlein,  
PGA Golf Guru  
Grand Rapids, MI 49534  
616-802-4969  
[www.grandrapidsgolfflesson.com](http://www.grandrapidsgolfflesson.com)

**Watch This Video!**  
[www.grandrapidsgolfflesson.com](http://www.grandrapidsgolfflesson.com)

# The Back Page

## # 'Tis The Season of Giving

Blood Drive w/ Oldies 98.7 WFGR

Tuesday, December 30, 2008

Michigan Community Blood Centers

1036 Fuller NE, Grand Rapids

Contact: Kristen Sisson – 616.233.8524

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

- Donor Hours – 7am to 7 pm
- Broadcast Hours – 6am to 6pm
- Everyone is invited to participate!
- Statistics
  1. The blood supply is **always low around the holiday**, and ALL types are needed.
  2. We are the sole providers of blood to Kent County area hospitals.
  3. Michigan Community Blood Centers needs more than 140 pints per day, 365 days per year to satisfy the commitment we have to your community hospitals.
  4. Someone needs blood every 3 seconds, every day year-round in the US.
  5. Must be at least 17 or older and weigh 110 pounds or more.
  6. You are eligible to donate every 56 days.
  7. Burn injuries – 20 units
  8. Organ Transplant – 115 units
  9. Bone Marrow transplant – 140 units
  10. Each unit (pint) helps 3 to 4 people
  11. Your one pint is separated into 3 components:
    - Plasma - lasts 1 yr. If frozen
    - Red cells - last up to 42 days
    - **Platelets - last only 5 days!**

- **Attempt to donate and get**

registered to win a 40 inch Toshiba LCD TV from Decker & Sons.

- Lunch & dinner for donors courtesy of Famous Dave's on the Beltline.
- FREE chair massages from 8am to 11am from Stress Less Massage Clinic.
- Work on your golf swing with PGA Pro Scott Seifferlein (Sifer-line) from 9am to 5pm in our lobby!
- Everyone who attempts to donate will receive a thank you gift!

## It's About Life!

**Editors Note:** *Most of you know by now I rarely if ever do FREE events. Don't miss out as I will be driving across the state to get back in time. If you have yet to experience K-VEST this is an absolute must attend event. Bring your friends who tell you to keep your head down!*

P.S. Golf Improvement Members received \$50 this month towards their next golf lesson. Did you get your \$50??

If not it means you need to upgrade to the golf improvement membership for as little as \$10/month.