

Quotes of The Month:

The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man.~
GEORGE BERNARD SHAW, Maxim for Revolutionists

The system is the solution. ~AT&T

2009 Golfer of the Year
Mike Franz

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February's Love Month.

Hopefully you picked out a better gift for your loved one than I did on page 5. But none the less it is a good month to talk about love. And we humans sure have a love for technology.

A few weeks ago I went into Best Buy to look for a thingy bob called a Flip Video. Now mind you, this is my *first* trip to Best Buy in something like four years. I must have looked like Ben Franklin transported to the 20th Century and discovering all the NEW uses for electricity. Talk about intimidating. Technology can be just that. It reminds me of two important things.

1. Golf technology can be just as intimidating. Between the souped up Plutonium Drivers, and all the gadgets, simulators and wireless analysis of your swing.
2. Golf pros can become too "in-love" with the technology and fall into the

"have everyone use my gadget just because" trap.

Love month it is. But it is **not** time to love golf technology just to love it. No time to be using it just to use it. Everything you do with your game in these times, in this 3,000 messages a day world, when your time is getting pulled in eight different directions, must have a clear, concise reason for existence. **Ask you pro "Why?"**.

My two year old asks "why" all day long. And every once in a while the answer may be, "Who cares why, it works." And that is *okay*. But for the most part, if your golf buddies are heckling you to bend your knees more or straighten your back, they better have a damn good reason for taking up **your** air space.

Look, the K-VEST 3D technology is some pretty fancy, dancy stuff. It's got all the bells and whistles. I could take you through 15 different exercises almost simulta-

neously. But that's not what it's about. No sir. We're **not** in love with features at GrandRapids-GolfLesson.com

We're in love with simple results. We're in love with spending an entire hour on ONE topic directly related to improving your impact. So that you thoroughly get it and implement it. That is how we use 3D technology. That is why you love us.



Now back to my trip to Best Buy. They've got these things called plasma and flat screen. You should see what they have done to TV's these days. And the computers, they are now measuring them in something called Gigs. Personally I'm not sure if any of that stuff sells itself. So I can't quite figure out why they have the guy with the Associates Degree from Burger King running the video camera section. **You** know the guy, you've been there. Ask a question and he has to call up

"I've got a golfer with a really intelligent. Question."

his "manager" back in the secret "manager" department, where no customer could ever set eyes on. And then say to the manager "hey, I've got a silly question for you".

Look pal, just because I am wearing the 1980's "never been in an electronics store before" tie die shirt and parachute pants doesn't mean my questions are *silly*. Sheesh! I suppose next month there will be this big meeting at corporate with all these "smart" people around the table saying, "sales are down, it's the economy". No boneheads, it's because you hire Burger King bozos who let guys like me walk into your store with \$2,000 and walk out with all of it still in tact. Not foreseeing much love in their profits this month. Which brings me to this months **GUARANTEE!** —

Take a private coaching session with me at the indoor studio this month and ask me all the questions you can think of. If for some reason I do not have a factual answer I will contact my "PGA Mentors" in the secret "PGA Mentor" office and I will say, "I've got a golfer with a really intelligent question" And that's a **GUARANTEE!**

Golfer with no arms; What's Your Excuse?

Watch the video here: <http://www.thegolfchannel.com/golf-videos/meet-butch-lumpkin-9477/?ref=26000>

What You Didn't Know About Scott

Seifferlein beats Member of Ryder Cup Team.

Now I can say that I have beat a member of the Ryder Cup Team. Well...sort of. Captain Corey Pavin recently picked Jeff Sluman as his Assistant Captain for the 2010 matches. In June of 2004, I beat Jeff Sluman by 5 strokes in the first round of U.S. Open Sectional Qualifying. And that is a fact that nobody has ever known before this printing.

Renegade Golfer Example of the Month

Jarrett Reyes has been

training for the upcoming high school golf season at the indoor location. Exhibit 1 shows Jarrett's top of the swing position last summer compared to his top of the swing position in January. Jarrett has *worked* hard at gaining stability in his lower body during the back-swing. This has required the learning and training of his leg control and hip control. As you can see on the left photo - there was considerable leg slid away from the target. This placed too much weight on the outside of his right foot and did not allow for a very powerful move coming into impact. On the right photo he has **incredible** right leg stability and hip rotation. This move has helped Jarrett drastically increase his club head speed.

Are you looking for a Speaker For an Upcoming Seminar?

Scott Seifferlein is available as a speaker for your upcoming event, or as an expert interview for your tele-seminars or webinars for your clients.

Why should you look into Scott Seifferlein

as a topic of interest for your members/clients/partners?

First, I know how hard it is to come up with new and interesting topics to bring to your clients. How do you keep them coming back and wanting more? Its been my experience that most people have no clue about the basics of golf, how harmful some golf advice is or where to begin when it comes to improvement. My topics will “WOW!” your followers. They are new and different. Topics your clients likely haven’t heard before.

Second, I will hand you turn-key interview questions and an outline of my answers so you can quickly and easily dive right into the call or webinar. I can quickly and easily adjust my talk so to speak directly to your niche.

I have been on numerous calls around the world already and have spoken in front of groups such as Kiwanis, Rotary, Seniors, Lions Club, Hospitals, and more. **What do you have to lose? Give Scott a call at 616.802.4969 and get him on your calendar for your next event!**

Exhibit 1



The Fun Section:

This just in. Congress is trying to overthrow the USGA and implement a new rule change. They are seeking to end the ban on more than 14 clubs. Their hope is to have an Edwards Wedge in everyone's bag by the end of term. This new wedge will allow all golfers to cheat once per round and wait years before finally admitting to it.

Andy Rooney

Andy Rooney on Vegetarians.
Vegetarian - that's an old Indian word meaning "lousy hunter".

Andy Rooney on Prisoners.
Did you know that it costs forty thousand dollars a year to house each prisoner? Jeez, for forty thousand bucks apiece I'll take a few prisoners into my house. I live in New York. I already have bars on the windows. I don't think we should give free room and board to criminals. I think they should have to run twelve hours a day on a treadmill and generate electricity. And, if they don't want to run, they can rest in the chair that's hooked up to the generator.

Andy Rooney on Fabric Softeners.
My wife used fabric softener. I never knew what that stuff was for. Then I noticed women coming up to me, sniffing, then saying under their breath, "Married!" and walking away. Fabric softeners are how our wives mark their territory. We can take off the ring. But, it's hard to get that April Fresh scent out of your clothes.

Andy Rooney on cripes

My wife was from the Midwest. Very nice people there. Very wholesome. They use words like 'Cripes' 'For Cripes sake.' Who would that be; Jesus Cripes? The son of 'Gosh' of the church of 'Holy Moly'? I'm not making fun of it. You think I wanna burn in 'Heck'?

Rooney on Grandma

My grandmother had a bumper sticker on her car that says, 'Sexy Senior Citizen.' You don't want to think of your grandmother that way, do you? Out entering wet shawl contests. Makes you wonder where she got that dollar she gave you for your birthday.

Scott's Horrible V-Day Gift

I thought I had really done it this year. I listened for a need. I went out and bought the best there was. The excitement was boiling over as The Bride was opening her Valentine's Day Gift. After the gift wrapping was torn off and the dust had settled. I realized how wrong I was.

Did you make the same Cupid Day blunder as I? Now is your chance to totally redeem yourself!!

I present to you the Post Valentine's Day Redemption Gift. A 2 for 1 couple's massage and golf package. Here's what's included:

Two massages with Patti Heredia of The Therapy Center (One Hour Massage for you and your spouse)
Two Golf Lessons with Scott Seifferlein (One hour session for you and your spouse)

Regular Price of this package...

You don't want to think of your grandmother that way, do you?

is \$430. Your Post Valentine's Day Price is \$227.
Call 616.802.4969 to reserve this package.

(Limited to first 9 callers)

(Expires Feb. 28th)



Birthday Winner

This month's birthday winner is Neil Muldoon. Neil wins a free coaching session. Have a March birthday? Please submit the day and month to info@grandrapidsgolflesson.com for contest eligibility.

National "Joe" Day

Send Personalized Handwritten National "Joe" Day cards to your favorite Joe on March 27th for less than \$1 in under 60 seconds. Just like Grandma sends 'em. Go to www.sendoutcards.com/pgatour and click on "Click here to send a card" and I will buy your first card and pay for the postage! Follow Kode Bateman's audio instructions.

Resources:

For Business Owners and Sales professionals Only:
<https://briantracy.infusionsoft.com/go/bgst/Seifpro/>

Vote for your favorite Grand Rapids course at http://www.grandrapidsgolflesson.com/#pd_a_2401390

Schedule update

Indoor Training w/ Scott Seifferlein Available at Champions Gate
Monday—Friday 10:00am to 8:00pm
Saturday 10:00am to 5pm
Book on-line at www.grandrapidsgolflesson.com

Group Programs and schedules have been released for Family Fun Night, Coaching Sessions and Ladies Golf Extravaganza. Check the blog at <http://seifpro.wordpress.com/2009/01/09/2010-group-sessions/> for the details.

Your Partner In Golf Success,

Scott Seifferlein

PGA Golf Guru

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www.grandrapidsgolflesson.com

www.highlandsgr.com

www.sendoutcards.com/pgatour

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www.youtube.com/sseifferlein

www.seifpro.wordpress.com

www.linkedin.com/in/Seifferlein

Stop Slicing
Five Swings
Guaranteed!!



The Back Page

Where in the World is... You?

Last month I wrote about the possible places that Tiger Woods may be. Shortly after the issue went to the printers an individual who wanted to sell books came out with a rumor about Tiger being at a Sex Clinic in Mississippi. Still unconfirmed as of this writing. Quite possibly true, but regardless...

Although most of this newsletter is designed to get you thinking clearly about a better golf game and then taking action on those thoughts, I also have to keep it entertaining. Many of my subscribers appreciate and let me know they appreciate the entertainment. Makes for far better bathroom reading than the bird cage liner other golf courses send you.

But think about the average golfer for a moment. They easily spend 30 minutes wrapped up watching Inside Edition learning about where Tiger "might be". And another few hours reading US Weekly. But find them on the practice range for two hours a week? Nooooo.

My Renegade Golfers know better. They know where the "You" is. They are about them. They ward off any and all distractions. Ruthlessly eliminating waste. Speaking of waste... **Are you getting golf coaching or golf lessons?**

There are a lot of PGA Members who give golf lessons. The problem here being that the lesson is merely a series of key phrases delivered to the pupil that the pro understands. Let it be known: There are no bad pupils **only** bad coaches. Sadly our profession has a belief that lessons are about their own knowledge, their own ability, their own technical terms. I call it the "Me" lesson.

The coaching experience is completely different because the experienced individual conducting the session will deliver a text that makes sense to somebody that has never played, and if the message is not being absorbed for any reason, they reassess, re-package the thoughts and patiently try again until the pupil experiences the motion as the coach intended.

Coaching is about the ability to **improve** people. You've probably heard someone say or even said yourself "I get basketball, or baseball or football, I just don't get golf." But think about it. You had coaching in basketball, coaching in football, coaching in baseball. You did that your entire upbringing. Hours and hours of coaching. And you are trying to play golf the way you play other sports just from a few "Lessons."?? Doesn't work that way Bubba. Until next month, Happy Thinking!