

GrandRapidsGolfLesson.com

Quotes of The Month:

"Golf is the SOB that you can never, ever master. And yet, there are times, I swear to God, I have to accept this. That I'm never going to figure this out. But then you have a perfect swing or hit the golf ball pure and it's almost spiritual to see the perfect flight of the ball. It's as if the golf gods are telling you that you can do it." – **Ray Romano**

"If you think it's hard to meet new people, try picking up the wrong golf ball." - **Jack Lemmon**.

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It's Love month they tellz me. For my single friends out there finding the waters a bit rough, try picking up the wrong golf ball as Jack Lemmon states in the quote of the month.

I've always found that practicing under tougher conditions than you will face in actual game time makes for easier prey. I love putting at small holes. I'm intrigued by the new 7 iron training club that is only slightly larger than the golf ball. Hit it for an hour and your clubs will look like shovels from the Gotti family.

Marshal Suvorov, famous Russian General once said "Hard training, easy combat; easy training, hard combat." So even though this here's Love Month, there should be nothing soft and gentle about the training you undertake.

Better Golf Section:

What's to love about these two swings? Perhaps all the money they won in 2010. Kuchar and Furyk won more 'cashola' than anyone else on the PGA Tour last year, and the positions are about as similar as making a double eagle is to a quadruple bogey. The best way to swing (and putt), remains the way you swing best. Method teachers tend to neglect this factoid whilst enticing a student to drink their cool-aid. Should you try the one plane swing?



Maybe. Should you mix your daily potion of Stack & Tilt with your high blood pressure medicine? Possibly. Should your swing be about as graceful as an Octopus falling out of a tree? That may work too! The best way to swing (and putt), remains the way you

swing best. Just ask Billy Mayfair.

So how do you know what is best for you? Simple, the next time you have your greatest round ever, rush immediately to the practice tee and film your golf swing and your putting stroke. Have it analyzed for tempo and positions. Save your "greatest swings" on your hard drive so you can go back and reference what "works for you"! How's that for love?

Favorite Clubs

Do you have a favorite club? Mine

If I could have overcome this mental hurdle... I would have won a few more.

used to be the 8 iron. I was reminded of this when a recent client told me the 4 iron was her favorite club. With the 8 iron I could do no wrong. But get any other iron in my hand and my confidence was rocked.

This happened throughout my first 6 years of golf. By the time I was 17, I was able to overcome this mental hiccup and fall "out of love" with all my clubs. They became indifferent. Just a piece of metal on a stick. A tool to get the job done. None better or worse than the others in the bag. Believe it or not this was one of the most liberating golf experiences I ever had.

A few years back I had another client who preferred the 4 iron over the 5 iron and when I switched them without him knowing he preferred 5 iron over 4 iron. It's just a number. And when it comes to a favorite club, love does more harm than good.

Some golfers have favorite months, favorite shoes, favorite golf clothes, favorite courses, favorite weather conditions. The more you can overcome these the better. Don't get me wrong, I'm not against putting all your change in one pocket, or only wearing black shoes. But make your superstitions things you have control over. You can always have your change in one pocket. You can't always play in windy conditions.

4 out of my 5 professional wins came in Sept. - all came in calm conditions. Don't think I wasn't aware of this fact while competing in other months, under other conditions. If I could have overcome this mental hurdle of seasons and wind, I would have won a few more. Learn from my mistakes and golf will learn to LOVE YOU.

The One Golf Tip That Has Created Millions of Slicers- Beware of this golf advice (left handers switch left and right side for this article):

Stay in the slot (author: nearly every golf magazine out there)

One of the best tips I can give anyone is to start the downswing by pulling with the left side. I see a lot of right hand dominant people who have a big tendency to push with the right side from the top. When the right side pushes from the top it throws the arms away from the body and causes us to swing across the line. This across the line move usually results in a pull or a slice. The other alternative is to pull with the left side to start the downswing. When the left side pulls, the arms stay tucked in close to the body and keeps us "in the slot" or proper path to attack the ball.

A tip that will help you dominate with the left side is to relax your right hand grip pressure by feeling like you are just barely pinching the club with the tips of your index finger and thumb. The right hand is there for the ride. The only role the right hand should play is to square up the club-face just before impact and this happens naturally when the left side pulls through the ball.

So why do I say this golf article creates millions of slicers? And why do I talk about the importance of the left side leading? Contradictive wouldn't you think?

This article almost got it right. It's been around for a hundred years or more. However there is one deadly word that has caused more slicers and will continue to cause millions of slicers in the future. The word is....

Pull

The way millions of golfers (myself included at one time in a far off land) have interpreted the word “pull” and “in the slot” is to literally pull all the way through, thus leaving the clubface wide open. Never at any time do they grasp the concept of leading with the left side with proper rotational release of the left elbow and left forearm and back of the left hand.

This article also leads us to believe that the ride hand should play a role in squaring the club face just before impact and that this occurs naturally. It does not. The right hand squaring the club is about as natural as losing weight by eating Quadruple Bypass Burgers at The Heart Attack Grill. Just the thought of the right hand squaring the club just before impact has caused millions of scoopers and baffled golfers as to why their contact is not solid.

Loves Me A Challenge

5 golfers, 5 different swings, 5 different ball flights, five different body types, 5 different lifestyles, 5 different schedules. All in 5 hours. Hey, at least they were all right handed!

The ability to quickly adapt to five different clients in five different private coaching sessions back to back is one of if not *the most* powerful assets a golf coach can have.

The weather turned warmer, the golf show gave people hope and desire and the golf bug hit everyone hard this month. As a result I had a full book of clients one particular afternoon. Here is the story of each. Real names withheld to prevent autograph seekers.

Mr. T- We start with a nearly 80

years young cancer survivor who was hitting a weak pull fade - caused by a lack of back leg stability, incorrect posture and a grip that encouraged slow release. His ball was going about 130 yards with a 5 iron.

The amazing thing about Mr. T, at a time in his life when most people say things like, “Too late to change now”, is the fact that he is out there saying, “There is a better way and I am going to dedicate my resources to finding and implementing for the sake of a better golf game.” The challenge here is the obvious: Age, strength and balance.

With all these factors in mind, I took Mr. T through a series of movements to create stability and balance with his core body movements in the back swing and forward swing. We rotated his grip to a neutral position and used the K-VEST 3D golf technology to improve his posture. The results...

20 additional yards with the 5-iron

El Conquistador- We quickly move to hour number two with a highly motivated retired gentleman who is as passionate about golf as anyone.

El Conquistador was hitting pull shots and struggling with balance. Through a series of tests we discovered that his club face was reasonably square to the swing path but a reverse pivot was causing a pull swing path.

We worked on flexibility systems to improve the core pivot movements and sequence of motion. The result has been the ability to hit a slight push draw. Continued on page 6...

About as natural as losing weight by eating Quadruple Bypass Burgers at...

The Fun Section:

ARNIE RECALLS ONE OF HIS FAVORITE SHOTS

At a recent fund raiser at Bay Hills, Arnold Palmer was asked about one of his storied shots.

"Palmer recounted how after finishing 18 holes his group retreated to the locker room for a few drinks. Someone proposed they go back out for more. To no surprise, money was involved. "Just a few dimes and nickels," Palmer said in an innocent voice.

Caddyshack

A Golfer who has been slicing off the tee at every hole.

He finally gives up and asks his long suffering caddy if he has seen any obvious problems to which the caddy replies.

"There's agh piece of shit on the end of your club ".

The Golfer picks his club up and cleans the club face at which point the caddy says

"No , the other end"

So an eightsome emerged to play Bay Hill's "Short Turn," consisting of Nos. 15-18. They started at No. 10. When they arrived at the 238-yard par-3, 17th hole, Palmer considered the conditions, grabbed the 2-iron and asked his caddy, TomCat, if he agreed.

"No sir, you hit that 3-iron," he said.

Palmer relented. When he dumped a 3-iron in the water fronting the green, he glowered at TomCat.

"Frankly, I was pissed," he recalled.

More laughter ensued in the room.

Palmer continued. He demanded the 2-iron and re-teed. To his opponents, he predicted he was going to knock it in for par.

"They all laughed at me," he said. "Hell, I would've laughed at me too."

Lo and behold, the ball leapt off Palmer's 2-iron, rifled straight for the flag, landed 15-feet short of the hole and rolled in for par the hard way. Palmer glanced at TomCat and said, "See, I told you it was a 2-iron."

"No sir, Mr. Palmer," said TomCat, "you hit that fat."

Taken and edited from a GolfWeek story by Adam Schupak

TRUE ROMANCE

He grasped me firmly but gently just above my elbow and guided me into a room, his room. Then he quietly shut the door and we were alone.

He approached me soundlessly, from behind, and spoke in a low, reassuring voice close to my ear...

"Just relax."

Without warning, he reached down and I felt his strong, calloused hands start at my ankles, gently probing, and moving upward along my calves slowly but steadily. My breath caught in my throat. I knew I should be afraid, but somehow I didn't care. His touch was so experienced, so sure.

When his hands moved up onto my thighs, I gave a slight shudder, and partly closed my eyes. My pulse was pounding. I felt his knowing fingers caress my abdomen, my ribcage.

And then, as he cupped my firm, full breasts in his hands, I inhaled sharply. Probing, searching, knowing what he wanted, he brought his hands to my shoulders, slid them down my tingling spine and into my panties.

Although I knew nothing about this man, I felt oddly trusting and expectant. This is a man, I thought. A man used to taking charge. A man not used to taking `no' for an answer.. A man who would tell me what he wanted. A man who would look into my soul and say ...

"Okay, ma'am," said a voice. "All done."

My eyes snapped open and he was standing in front of me, smiling, holding out my purse.

"You can board your flight now."

Golfer of the Month- Mike Nawara of Nawara Brothers Appliance - Doing the impossible. Few golfers are actually doing what they are capable of doing. Mike discovered the power of the mind combined with the power of knowledge last month. I set Mike up on the simulator to monitor his swing speed and distance. He started with a 6 iron and was achieving 73 MPH swing speed and 135 yards of distance. In analyzing his movements we determined that his arm speed was too slow in comparison to his body speed. Not wanting to slow down his body speed we just increased his arm speed. The result was an increase of club head speed to 81 MPH and a distance increase to 155 yards. We also tested his 4 iron and Mike went from 81 MPH to 86 MPH and a distance increase from 154 to 168 when increasing his arm speed. Oh, and there was one additional secret we implemented. Straight from the cornfields of Iowa. But this is one I can only share during your next private coaching session.

Just Take A Wedge And Hit It Over The Tree-

http://www.youtube.com/watch?v=TIxbYSR_5us&feature=channel

Referral leaders over last few months-

Darin Clark, Ryan Waselewsky, Mitch Robbins, Michele Hoogewind, Judi See and my friends at Google.

And you think you're addicted...

Richard Lewis set out to play 600 rounds of golf last year to get his name in the Guinness Book of World Records. The Guinness Book of World Records required Lewis to sign in and out with golf pros to prove he has completed each round.

The 64-year-old Lewis walked every hole for an estimated 3500 miles of golf in 2010. "I'm addicted; what can I say?" said Lewis. Lewis, is a member of the [Four Seasons Resort and Club Dallas at Las Colinas](#). Four Seasons Club Manager Rob Cowan said, "nobody in the 27-year history of the Four Seasons has gotten more out of his membership than Richard."

Lewis not only wanted to play 600 rounds, he wanted to play them well. His average score during 2010 was 78.5. Now the question..did he make his goal of 600 rounds?...yes, he hit that mark on December 26th, but played on a bit more... he closed out 2010 with a record of 611 rounds played. How many holes in one did he make?...none. But he did close out 2010 with a birdie on the final hole.

Continued from page 3...

The Admiral- My next victim was suffering from a severe bout of “not getting fairway woods above Gary Coleman’s head” .

We discovered that although his ball flight was relatively straight he had to aim 30 yards to the right and pulled it back to the fairway. We also discovered that his upper body was too far in front of the golf ball and too vertical.

The Admiral was strong but lacked flexibility and an understanding of proper swing path to sweep the ball with fairway woods.

I quickly adapted to a focus on right hip movement that would create a shallower angle of attack and allow The Admiral to hit higher push draws.

Fantomah- On to hour number four and I had to shift my mindset and thought process on how to deal with a straight shot. Straight right that is. Yes my next client, Fantomah, had the hosel rockets.

An accomplished full swing player, Fantomah struggled with distance control and solid contact on shots from 20 to 60 yards. Her club face would move to the right of the golf ball in the downswing and would not recover. As a result, the hosel of the club was connecting with the golf ball.

We worked on a series of arm and wrist movements to get more connection with her core body movements. With the arms and wrists working properly her shaft and club head now traveled on a better path resulting in contact with the clubface instead of

the hosel.

Mr. X- And finally we reach the final hour of consecutive private coaching clients. Mr. X is a strapping young man in his 20’s just taking up the game. He battled a severe slice and inability to shift his weight properly.

We discovered a thought process that was preventing him from releasing the club properly and changed the position of his feet at address. This improved not only the weight shift but through a better thought process, Mr. X went from short hard slices to over 160 yard 6 irons with a draw.

So there you have it. The magic of adapting to 5 different golfers with five different swings, ball flights, body types, lifestyles and schedules. All in 5 hours!

Schedule update

Winter Coaching-

Champions Gate Indoor Golf availability for private coaching:

Tuesday - Thursday from Noon to 8PM
Friday from Noon to 6PM and Saturday from 10AM to 3PM. Book on-line at www.grandrapidsgolflesson.com

Business Golf- PGA Golf Guru and Business Golf Coach Scott Seifferlein (yeah, that’s me) will be on hand to present retention strategies and the 67 touch system to maximize your business golf experience. Feb. 22nd from 7:30AM to 9:15AM. Enjoy breakfast, networking and brilliant success tips to take your business golf to the next level. Limit to the first 50 attendees. Free Round of Golf w/ Cart and Practice Balls is included and can be used anytime in 2011. Call 616.802.4969 to register. (March event will take place Thursday March 17th, 7:30AM to 9:15AM)

Griffins Golf Night- I’ll be at Van An-

Birthday Winner

This months birthday winner is Dave Powers. Dave wins a free coaching session. Have a March birthday? Please submit the day and month to info@grandrapidsgolflesson.com for contest eligibility.

Irish? Send Personalized Handwritten St. Patty’s Day cards to your drunk buddies for less than \$1 in under 60 seconds. 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.

del Arena with a booth for the Griffins Golf Night in America campaign on Feb. 25th.

Junior Golf Putting Boot Camp– For Junior Golfers who 3-putt. March 1st, 2nd & 3rd

Ladies Golf Putting Boot Camp- For Ladies Golfers who 3-putt. March 8th - 11th

Business Golf Boot Camp– Featured authors, speakers & consultants Tony Rubleski and Tim Green will be on hand to double your business golf income. April 28th and 29th at The Highlands Golf Club. Call 616.802.4969 to register.

What's Scott Up To Now?!?!?!?

Some of you may have noticed the recent addition of BizGolfSuccess.com to my ventures. As a serial entrepreneur and someone who is certifiably unemployable (it's been diagnosed) you should know that stuff like this just comes to me.

Questions

To answer your questions about my new venture and how it will NOT affect your private coaching time but will affect your *income* if you are in business:

BizGolfSuccess.com was created off the backbone of all the marketing and networking questions I receive from my clients who are in business for themselves or who work in the business world (nearly all of you). I realized that many of you were seeking better mousetraps to increase the profitability of your company and you all had golf in common. As a result, I have brought together a series of powerful presentations on how to increase your income playing golf.

The BizGolfSuccess.com mission is to proactively create business profits through better golf, deeper relationships and smarter marketing. We do this through our Biz Golf Success Series of Events and Biz Golf Success Boot Camps which feature prominent authors, speakers and coaches.

Our next Biz Golf Success Series Event takes place on Feb. 22nd and details can be found at www.bizgolfsuccess.com and www.bizgolfsuccess.wordpress.com

Additionally, I invite you to join the Grand Rapids Business Golf Networking Group at www.linkedin.com and network with over 200 other business golfers. Search for groups in Grand Rapids and you will quickly find us as we are currently ranked 20th out of 208 Grand Rapids LinkedIn Groups.

As for those of you concerned about how this will affect your ability to receive private coaching – fear not. I am still reserving the same number of private coaching hours as before. Additionally I have employed a part-time assistant to help with marketing and paperwork for both divisions of my company.

Your Partner In
Golf Success,

Scott Seifferlein
PGA Golf Guru
"Stop Slicing Five Swings
Guaranteed!"
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Our Websites-
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