

Quotes of The Month:

“Fear melts when you take action towards a goal you really want.” - **Robert G. Allen**

“A clear vision, backed by definite plans, gives you a tremendous feeling of confidence and personal power.” - **Brian Tracy**

If a lot of people gripped a knife and fork as poorly as they do a golf club, they'd starve to death.- **Sam Snead**

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“**Do you know** this thing shows how long you played?” questioned my brother-in-law after I tried to explain my 195 bowling average occurred with just two hours of practice the day before. We were half way through a game of bowling on the Wii and I already had a sizeable lead with 3 strikes and 2 spares over my two brother-in-laws.

“You were on this thing for 4 hours, not two hours.” he said, verifying my addictive personality.

“That’s impossible,” I said. “We didn’t get here (my in-laws house) until 7PM last night.”

Well, apparently I couldn’t get away with my little lie. The Wii technology tracks the number of hours and minutes each player is actively playing the game.

This was my first “Wii” experience - And it’s a good thing we don’t have one at our house. I’d never get any work done. 4 hours on the Wii is like 4 minutes for me.

Speaking of 4 minutes... Is it just me or did 2010 fly by at warp speed? The odd thing is - I mentioned this to a relative at a Christmas party and he didn’t have the same impression. I sometimes wonder how two people experience the same period of time and have a different take of how quickly or slowly it goes by. Trust me, I did not go to

school to study physics or any other deep subject and have a better recollection of the bad things that happen in a dorm room with Five O’clock Vodka than the Periodic Table of Elements, but I have a theory on why this is.

Based on what I know of my relative’s chosen circumstances and my own, I believe the disconnect has everything to do with how you mentally approach each day and what you accomplish. For me, 99.9 percent of the time I am ready to “make it happen”. I look forward to the day to see what I can accomplish. I believe that some people who are NOT certifiably unemployable (yes, I was diagnosed) can experience joy in their work. For others, I believe that the difference is, being excited about building a growing company. Controlling your own destiny – are what make the day, and the year, go by so quickly. For others, perhaps like my relative, going to work is not exciting and invigorating, and therefore the days move slowly.

So as the odometer rolled over to 2011, some celebrated progress, others in the deepest darkness questioned their lack of progress. Many will voice resolve about intentions for the coming year. Few will sustain that resolve. Enthusiasm will only get you so far. Having someone hold you accountable for resolve a few steps farther. I once heard about an insurance

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Birthday Winner

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

Christmas Send Personalized Handwritten V-Day cards to your sweetie 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.

salesman who resolved to selling a life insurance policy everyday or buy one on days he didn't, being held to that resolution by his wife, and soon being so heavily insured he had to sleep with one eye open. Another, a door to door cookware salesman who would forego food or sleep until he closed a sale. I would start my golf practice on hot summer days at 4pm (after 36 holes in the morning) and not leave until ten straight 3 footers were holed. Sometimes turning the flood lights on at 10PM. Seriously, how many are so resolute they will not end their day without a pre-determined objective achieved? Too many are too willing to let too much "slide".

Maybe you'll go a day without accepting your achievement. No big deal. Right? But then another day. You will continue to accept worse. And worse. And worse. Boulders rolling gradually down even a gentle slope do not reverse direction.

So here we are, in this new year. Sorry, Virginia, Santa did **not** bring a sack full o' better golf swings. But there is GrandRapidsGolfLesson.com. With big, big sack. Spilled out right here. Now, help yourself.

Better Golf Section:

Are you going to Favre it at your next training session?

"Favre it? What in the world is he talking about?"

Well I could have used any number of star athletes who continue to play beyond their greatest moment. But the point of the question is to highlight the

fact that amateur golfers typically quit after just one good shot. You've heard it and probably said it yourself.

"I'll end on that one."

Typical statement after just one good shot. The difference between you and the more successful golfers is the determination to hit two good shots in a row, then 3, then 4.

Now don't get me wrong - if you are going through a 20 minute warm-up and you hit your first good shot at minute number 19, you may want take that image straight to the tee. But if you go to the practice tee without a plan and the attitude that you will hit balls until you hit one good shot - then we have issues.

The thing about the players with a plan is that once they have hit a good shot they attempt to duplicate it multiple times in a row, hour after hour. They are more likely to cut their practice short when they are not hitting it well than when they are hitting it well.

Keep that mind set with you in 2011 and you will **not** add to your practice time. You will actually make your practice time more efficient by spending more time practicing when you are doing well and less time practicing your "bad" swing. Go Favre it!

Advice Unrelated To Your

Problem- Golf Magazines can be helpful. At the right time and right place. They can also be a place where you have too many people giving you advice about too many things which are unrelated to your problem.

A reader (Arthur) recently wrote in

asking Golf Magazine how he can hit more consistent chips. Robert Allenby was the featured Tour Pro answering the question. And while Robert is a phenomenal player and has great knowledge about the game, he is not qualified to answer this particular reader's question. Not for a lack of overall knowledge but for a lack of knowledge about the particular reader's chipping action. So what the reader gets is watered down golf advice for the masses.

Robert tells Arthur to... full article available to Golf Improvement Members. Upgrade to a golf improvement membership today by calling 616.802.4969.

Are You The Village Idiot?

It is the willingness to, at times, be the village idiot. Few golf tournaments are won by playing it safe and avoiding reason for critique. How many of you would have had Phil Michelson lay up on the 13th hole of last year's Masters Final Round? Most victories come to those who risk looking like an idiot.

The greatest putting information I have ever received came from a mathematician, not a golf instructor. Upon implementing the information every Tom, Dick & Harry at the club I worked for said it wouldn't work. I had 15 handicap members trying to give me advice about my putting, all the while I was making 33% of my putts and scoring my best ever. There was reason to quit. To go back to putting like everybody else. To look "normal".

But thankfully for me and for you, I kept on implementing. Winning the 2000 West Michigan PGA Championship a few months later on putting

totals of 28, 26, 27. Using it to win three more professional events over the next 4 years before taking a sabbatical from competitive golf in 2005. If you haven't already implemented the putting system I am referring to, be sure to go to www.grandrapidsgolflesson.com/store.html and click on the "effortless putting system" or ask me about it at your next lesson.

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.

Griffins Golf Night- I'll be at Van Andel 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- April 28th and 29th

Golf Show- Feb. 11th, 12th & 13th

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The Fun Section: Tons O' Fun This Month

Why I think the European Tour has a better marketing team than the PGA Tour-
www.everyshotimaginable.com

And why I think Ben Crane's people should do the marketing for the PGA Tour-
www.bencranegolf.com (watch the pre-round video in his video section)

Golf Jokes-

Are you entered into the 'Big Game' Contest?

This could be Michigan's most fun contest for the 'Big Game' on Feb. 6th.

Pick the winning team and scores at www.grandrapidsgolflesson.com/ prediction

It's free to enter and I am giving away football memorabilia from the championship team!

With his last moments on earth, an old man is replaying his favorite rounds of golf in his head. He remembers when he was first married, how he came home from the course one day to the most wonderful chocolate-chip cookies. It'd been years since his wife baked them for him, but as he lay there, gasping for each breath, he was sure he could smell those cookies. Crawling out of bed, he dragged himself down the stairs and into the kitchen where he finds--oh, joy!--his wife with a big platter of his favorite, freshly baked cookies.

With his last bit of strength, he is slowly reaching out for one when she slaps his hand.

"Don't touch those!" she orders. "They're for the funeral!"

A guy gets up at dawn on a Saturday morning and heads for the golf course as usual. But it's cold and raining, so halfway to the club, he gives up and returns home, where he takes off his clothes, climbs back into bed and snuggles up against his wife. "It's freezing out there," he says.

"Yeah," his wife answers sleepily. "Can you believe my stupid husband is playing golf?"

A genie appears and offers him three wishes:

"The only catch," says the genie, "is that whatever you wish for, your wife will receive 10 times over."

"OK," the guy says. "I want to be the best golfer in the world." The genie blinks and suddenly the guy can feel a new golf swing--the grip, the takeaway, the power. "You can now crush every golfer in the world," the genie says, "except your wife, who's gonna beat you like a drum."

The guy is a little bummed about that, so for his second wish he asks to be the world's richest man.

"It's done," says the genie. "But don't forget that your wife can now buy and sell you 10 times over. One wish left."

"OK," the guy says. "For my last wish, I'd like to have a mild heart attack."

Golfer of the Month– This month’s featured golfer is Dr. Steve Barton of Barton Chiropractic. Our theme this month is more of a humorous one but has a great lesson involved. Dr. Steve and I were testing a golf theory for an upcoming golf seminar at his office. We discovered that his pelvis rotated too much while putting. Following a brief training session on proper pelvis movement while putting (hopefully none) we re-tested him. Being the conscientious student that he is Dr. Steve made such an effort to keep his pelvis from rotating on the follow through that he recorded the first ever REVERSE pelvis putt. I thought my 3D system was broken when I first looked at the re-test data. A good laugh was had by all. So the lesson here? You can overcompensate and create the opposite of your original error.

Celebrity Gossip- In the last few years clients have included Rod Stewart, George Ross, Michael Fox and Don Johnson - wait ‘til you see the next celebrity secretly coming to Grand Rapids for golf coaching! Here is your hint: “Lifeguard”. TBA in the spring issue of The Seifferlein Inquirer.

The Best Way To Play Good Golf? Have a Bad Memory

Excerpted from David Ferety’s article on Michael Campbell, U.S. Marine veteran who, when in Fallujah in 2003, sustained a TBI (Traumatic Brain Injury) from an IED and now has only 2 minutes of short term memory and is working with Butch Harmon to qualify for the PGA Tour.

I think it was Ingrid Bergman who said, "All you need for a happy life is good health and a bad memory." I can't think of a sport other than golf in which these two attributes would be more helpful, so please, remember the name, "Michael Campbell." If nothing else, you should remember it for Michael, because he might not.

Read the full article at: <http://tinyurl.com/4cshkvx>

Easy Game

It’s an easy game when you are David Huhn of Sparta, MI. After retiring at age 52, David claims that he became a “golf bum.” Not only does he play golf, he excels at it. He has made 4 hole-in-ones, and three of these were with a putter. In fact, after making his first hole-in-one (87 yards) with a putter, he was written up in the USA Today September 16th, 2003 edition. His next two hole-in-ones were in 2005 and 2006. (edited from the Sparta Senior Center newsletter)



All-Time Funniest Video on the Seven Step System to Quit Golf-

<http://www.youtube.com/watch?v=cohTl1dekBs>

Check out my favorite #6– The Compton Way.

Results of the Golf Survey:

<http://seif-pro.wordpress.com/2010/12/18/grand-rapids-golf-survey-results/>

Thank you for participating

The Back Page

Your Partner In Golf Success,

Scott Seifferlein

PGA Golf Guru

"Stop Slicing Five Swings Guaranteed!"

Phone: 616.802.4969

Our Websites-

<http://tinyurl.com/GrandRapidsGolf>

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While watching President Obama's State of the Union Address this week, I came to the realization that there is still way too much fear based thinking going on. So for the back page this month I bring to you special guest John Di Lemme.

17 Focused Words to Terminate Fear NOW

John Di Lemme

www.ChampionsLiveFree.com

Let's talk about words. It's important to understand that the words that you speak predict your results. If you say that you are depressed, then you will reap those results. If you say that you are a champion, then your results will be life-changing. You automatically take ownership of your words, and things start to occur in your life because of those words – good or bad.

Now, I'm going to give you seventeen focused words that will radically change your results and terminate fear out of your life forever.

1 – Committed. I am committed to do whatever it takes for as long as it takes to be a Why Warrior. However, 97% of people are not committed to anything in life. Committed - notice it's past tense. A commitment is final decision about what you are willing to do to achieve some type of goal or objective. It's not something that you just think about and put off for another day. When you make a commitment, it's finished. There's no turning back. Once you've made the decision to be committed to something, your commitment is represented in your action steps, associations, and schedule. What are you doing every day to honor that commitment? Are the people that you associate with motivating you to stick to your commitment? Does your daily schedule reflect your commitment? If you answered no to any of those questions, then you are simply not truly committed.

Word # 2 - Confidence. I am walking strong with confidence as a faithful Why Warrior champion. When someone walks in confidence, you can feel it when they walk in the room and see it in their overall body posture. Like when I take the stage at an event, I'm confident in my abilities as a speaker that I will change lives through my message. Confidence is fully believing what you already know that you are capable of doing. When you make a decision to implement confidence in every area of your life, your results will explode, and people will take notice of the change. Confidence also gets rid of fear instantly and provides you with the faith that you need to achieve your Why in life.

Word # 3 – Pulverize. To enjoy the rest of this article please go to <http://seifpro.wordpress.com/2011/01/26/17-focused-words-to-terminate-fear-now/>

John Di Lemme

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