

July 2010

GrandRapidsGolfLesson.com

Quotes of The Month:

“Grant me the security to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference” - Unknown

“There is only one success— to be able to live your life your own way.” - Christopher Morley, novelist

2009 Golfer of the Year
Mike Franz

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Happy Independence Month... I think, the last I checked. *Maybe not.* Did we vote it all away in 2008? Well at least I still have my independence from changing diapers. For our new members Audrey Hope Seifferlein was born on 6-8-10 and is doing great. During golf season there is a no diaper rule until September. Mostly due to the fact that I work 6am to 10pm most days and sleep the difference. Some due to the fact that I simply **declared** my independence of changing diapers until September. No freedom will ever be granted to you without you first declaring it. NO good golf swing, NO good tee-time, NO good putt, NO good business will ever be yours. Until YOU first declare it.

July 12th diaper freedom update— I was caught off guard. No chance of *escape*. For some odd reason I only worked until 8pm and was carrying Audrey around the house while The Bride caught up on some dishes. Wash em' fast was all I could think. This volcano is about to blow. And sure enough with less than half the dishes to go, it was time for a diaper change. “I’ll finish the dishes for you”, I said with wishful thinking. “No way”. said the Bride who was more like The Colonel that night. So it was. The no diaper rule was broken only 4 1/2 weeks into the summer.

It’s a good thing we still have this newsletter. While the president goes around apologizing for America and all

the freedom we “sort of” still represent, I’ll dedicate the rest of this newsletter to **declaring your independence from lousy golf.**

You CAN’T extract the word can’t from American. Nor can you extract THEY, THEM, THE OTHER GUY, or THE COMMON GOOD. You can extract ME-I-CAN. With “me” being the big word here. Without exception YOU either get up in the morning, early, and do it, or you don’t. **Do or don’t.** That’s how it is with everything. Your health, your wealth, your golf game, your vacation homes, your commitments that may or may not be kept, your family, your book that may or may not get written, even what you find here in this letter, this very independent month. You are either *dependent or independent*. You do or you don’t. And here in America, and I am quite sure most every other place where my subscribers reside, the harsh reality is this: damn few people fail or suffer because of what they *can’t* do. Because of what they *won’t* or *don’t* do. Not because of can’t.

Reality Check on Your Practice Time.

Okay, so everyone is obsessed with these new drivers that could pose as a vacuum cleaner if you connected a cord to the grip. And everybody is devoting their practice time to hitting it *long* and *straight* off the tee. BUT. Pelz *Golf* Institute research has proven that golfers lose almost 80 percent of

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their *shots* to par *inside of 100 yards* from the hole. 80%!! Yet studies conducted at The Highlands Golf Club show that 64.3% of all the golf shots practiced are over 100 yards!!

So golfers are practicing 64.3% of the time for 20% of their scoring and only practicing 35.7% of their time for 80% of their scoring! To be fair each individual golfer has their own scoring issues—but you'd better be aware of the ratio.

The 10 Birdie Creators That Give You No Right to Complain About Good Golf Scores, and the Lack Thereof

Taking full advantage of the ability to create good golf scores **requires** action. Great golfers are usually busy acting; *doing* things to make them better. Incredibly, a lot of people keep *wishing* for dramatic improvements in their golf game without doing anythings (plural) dramatically (emphasize: dramatically) different in their physical condition, mental attitudes, thought processes and swing patterns. I hope that does not describe YOU. Yet I know it does describe the majority of the you's that I reach out to.

I've presented many different specific recommendations to increase distance, improve accuracy, generate backspin and make more putts, all requiring action. Things to DO. For your convenience I have listed 10 items requiring action at the end of this little piece. I know full well, 99% of the you's reading this will not do them all, 80% won't do any. Those who do few or none, this month and others, should report to the blacksmith shop and be branded

across their foreheads with. 'No Right to Complain About Bogeys', so the rest of us know to slap you silly when you do.

And here it is:

- Brainstorm - What areas of your game should you REALLY be working on?
- Go beyond just hitting balls for exercise and use drills to get better
- Find at least one Renegade Golfer with similar goals.
- Question historically *common* golf advice such as keep your head down and eye on the ball (re-read first 3 parts of your 7 golf myths ebook)
- Find people who are **better** than you and play golf with them. Study their course management.

Add a skill such as the...

Get the remaining 5 Birdie Creators by upgrading to the Silver Golf Improvement Membership for less than the cost of a faux Italian dinner at Olive Garden. Upgrade today by contacting info@grandrapidsgolfflesson.com

Their Not Tellin'

Excerpted from PGATour.com Jul. 10, 2010

By Staff and Wire Reports

SILVIS, Ill. -- [Steve Stricker](#) continued his sizzling play at the John Deere Classic on Saturday, pulling away from the field with a 9-under 62 for six-shot lead heading into the final round. Stricker's mastery of the TPC Deere Run course left at 25-under 188 for the tournament, the best 54-hole score in PGA TOUR history. With a 65 Sunday, he'd break the 72-hole re-

cord of 254.

So dominant was Stricker that [Jeff Maggert](#) shot a 63 and lost ground. [Paul Goydos](#), golf's latest Mr. 59 after a magical round on Thursday, played well enough to keep pace in most tournaments, just not this one.

It would be hard for anyone to keep up with Stricker the way he's playing. The 43-year-old from Madison, Wis., hit accurate approaches to give himself short putts for birdies in most cases and he deftly extricated himself the only two times he got in trouble.

As well as he played, Stricker's round was just his second best of the tournament. He opened with a 60 and followed that with a 66.

So just what's going on here?

"If I knew, I would bottle this," Stricker said. "I don't know what's going on."

Oh, he knows alright, but he ain't telling' you bubba. That is how these guys keep their independence. Besides would you really want to know? It would probably be something you wouldn't want to hear anyways. Just like the Hooters waitress on the back page doesn't want to hear about all the ways for her to legitimately keep her job.

Field Trip of the Month

This month I participated in the H.I.S. fundraising golf outing at Railside Golf Club. Good venue, fun people. Thank you to **Dr. Mark DeHaan**, one of the founders of H.I.S. for inviting me to play.

Here are a couple of takeaways for you to play better in your next golf outing. Have a strategy *well in advance* for how you plan to utilize the golf outing. You may be participating solely for

business and could care less about your score, you may be there solely for score or a combination of both. But know why you are there in advance so you can *maximize* your performance.

For those of you that are there solely for business- Avoid the driving range. It's a lot easier to network with people at the check-in area and lunch area. After lunch (avoid turkey, you've got five hours to stay focused bubba) spend *most* of your time milling around the golf carts and putting green where people are more receptive to saying hi and starting a conversation. Hit 5 balls max at the driving range to loosen up your arthritic back.

For those of you that are there solely for a golf score- Eat before you arrive at the outing so you don't get sucked into a conversation you didn't want to have. Go to the putting green first. You'll have it to yourself. Most players will hit balls first and putt last. To avoid the traffic do just the opposite. Stick with a routine that gets you focused on **you** and your game.

For those of you that are there for both (which I recommend)- Arrive early and stay late. This gives you plenty of opportunity to network and focus on golf. Stick with putting first and range second as that will allow you some time to focus on your game. Besides, nobody wants to talk to you at the range anyways. Leave a few minutes to walk the entire line of carts to get **maximum** face time right before the tee off.

But most of all know your personality type and stick with a routine that helps you perform the best.

Oh, he knows alright, but he ain't telling' you bubba. That is how these guys keep their independence.

The Fun Section

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JULY

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"In winter I get up at night
And dress by yellow candle-light.
In summer quite the other way,
I have to go to bed by day.

I have to go to bed and see
The birds still hopping on the tree,
Or hear the grown-up people's feet
Still going past me in the street.

And does it not seem hard to you,
When all the sky is clear and blue,
And I should like so much to play,
To have to go to bed by day?"
Robert Louis Stevenson, Bed in Summer

The other day one of my business mentors was putting gas into his (Dean Martin) Rolls-Royce convertible. The woman at the adjacent pump huffed in disapproval and said, "I guess you haven't heard there's a recession?" to which he replied "Why yes I have, madam, that's why I'm driving the small Rolls" Fun.

Rules Question of the Month

In stroke play, a player's ball lies in a water hazard. Before playing his ball, he takes several practice swings, each time touching the ground and causing leaves to move in the hazard. He also removes several strands of tall grass with his hand, improving the area of his backswing. What is the ruling?

- A. There is a two stroke penalty.
- B. There is a total penalty of four

strokes.

C. There is a total penalty of six strokes.

Answer on the back page

Check out the rules quizzes at http://www.usga.org/RulesQuiz/rules_quizzes.html

Many Thanks to all those who passed referrals this month– Eileen Haas, Eric Delong, David Westphal, Kurt Vandenbosch, Dave Korte, Chad Rayborn, Keith Dierking and my friends at Google.

Breaking 80 Before Ray Romano

Local golfer Bob Bishop hires PGA Golf Guru Scott Seifferlein to do in Six Weeks what Ray Romano could not do in Six Months with Hank Haney. Break 80 that is.

See the video–

www.youtube.com/sseifferlein

Become a fan on facebook by joining the "Breaking 80 Before Ray Romano" Fan Page
Join the discussion board and tell us if you think Bob will break 80 before Ray. Follow Bob's progress at the fan page and at www.seifpro.wordpress.com

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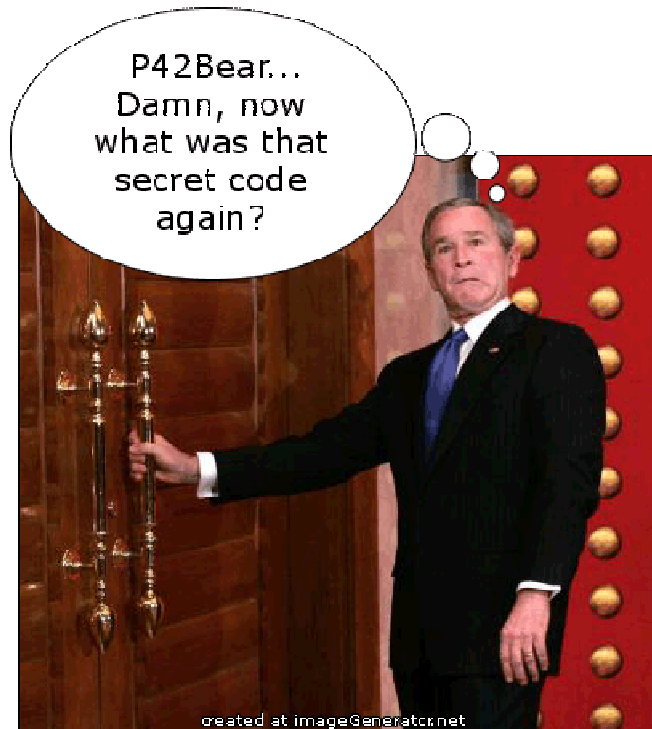
This Month's Bonus Gift

The Queen of England has been cutting back. Leaky roofs cannot be taken care of. Staff has been cut. Parties curtailed.

But not here at GrandRapidsGolfLesson.com!! We are exercising our *independence* from England by investing more for our constituents **than ever before**. You're invited to...

Brian Vander Ark Private Party August 13th!!

Brian Vander Ark of The Verve Pipe will be playing a poolside concert for my clients at a location only disclosed to Golf Improvement Members and their guest. Only Golf Improvement Members will receive the password to get in. Upgrade today. Mr. President won't even be able to get in.



The Kovacs Perspective - July 14th

Scott was featured in Donald Trump's book "The Best Golf Advice I Ever Received". Find out what Trump found out! Find out...

*If you should get fitted for clubs and when
*Why putters are 35 inches long

*How to describe Charles Barkley's swing

*How new golfers should...

[http://](http://www.ustream.tv/recorded/8280678)

www.ustream.tv/recorded/8280678

Schedule update

Through September 30th- Group Programs at <http://seifpro.wordpress.com/2009/01/09/2010-group-sessions/>

Golf Improvement Member Only Client Party: August 13th. Poolside w/ Brian Vander Ark of The Verve Pipe

Effortless Putting Event: August 14th 2pm

LPGA Pro-AM: August 31st 10:00am

Beat the Pro: www.pinkballcharityclassic.com – September 17th

Resources

It's July and it is hot. We are not talking about the brutal heat your grandparents experienced in the 1930's, but Al Gore's oven has been cranking. Check out the latest in moisture wicking under garmets to keep you cool on the course- <http://seifpro.files.wordpress.com/2010/05/uwg-walking-gear.pdf>

Use code IC 0870510 when placing your order.

Can you be a... Renegade Putter?

Let's start with a simple definition:

ren•e•gade: [ren-i-geyd] noun

Definition: 1. **traitor:** somebody who abandons previously held beliefs or loyalties

2. **rebel:** somebody who chooses to live outside laws or conventions

When was the last time you thought of yourself as someone who throws the typical and conventional to the way-side, and not only *pushes* the envelope, but practically shreds the darn thing to live and experience life where few are willing to go? I have done just that, and much is written about my unconventional approach and the HUGE success I have achieved as a result. But how did I get there? Even more importantly - how have I coached and mentored thousands of others to experience this same revolutionary process?

One very BIG thing is the Renegade way in which I teach putting. Using the 60/40 Effortless Putting System is FAR DIFFERENT Than ANY Other Putting trainer, guide or system on the market! **What makes it different?**

It was a warm sunny day in July 2000. Legendary golfer and mathematician Art Olf's was on hand with PGA Professional Joe Hallett at Ferris State University. They were conducting a training session for us wanna-be-golf pros. Art was showing everyone this *strange* putting program in which the follow through was shorter than the back-swing. Most everyone there just blew it off as *witchcraft*. But I was a bit more inquisitive. Then tried it for 3 or 4 weeks and put it into competition. Initially I had three 3-putts but in the same round had enough ONE putts to bal-

ance out the 3 putts and score a 72 at Spring Lake Country Club. I continued to test the method. Putting it into place during a best ball event at Crystal Mountain and scoring a 66 with my partner. Several one putts. Hmmm? Must be onto something here. I continued to test the method and kept it in place for the 2000 West Michigan PGA Championship. Where I WON and had 3 rounds with total putts of **28-26-27**. I continued using the system with victories at the 2001 WMPGA Assistants Championship, the 2003 Long Island Assistant Tournament at Sands Point and the 2004 U.S. Open Local qualifier before taking a sabbatical from competitive golf at the end of 2004.

Since then I have taught the system to herds of golfers around the world. And now you can experience this *once-in-a-lifetime* opportunity to explore, in great depth, the most important strategies to implementing this putting system and becoming a Renegade Putter.

This one time only *free event* will take place on Saturday August 14th at 2pm and will include something comparable to a mastermind meeting on a larger scale, with people very actively involved in discussion - with questions and debate. It'll be like eavesdropping on a private coaching session that people line up to pay \$150 an hour for. All yours for FREE!

Imagine, you too can experience *first-hand* how I look at putting, see beyond the conventional methods, look **deep** behind the scenes, re-arrange it and point it in the direction of certain success. This "renegade putter" perspective and "sheer genius" expertise could be all that stands between you and RENEGADE GOLF SUCCESS!

Reserve your spot now as space is limited. A \$20 completely refundable deposit is required to lock out your competition. Call 616.802.4969.

Birthday Winner

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

E-mail Freedom

Day Send Personalized Handwritten E-mail Freedom Day cards on August 19th 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.

The Back Page

Your Partner In Golf Success,

Scott Seifferlein
PGA Golf Guru
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Stop Slicing
Five Swings
Guaranteed!!

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Rules Quiz– Answer is B. You can never receive more than 4 penalty strokes for one infraction.

My Humble, totally *unserious* proposal. An accurate definition of 'entitlement.' The Renegade Golfer's Credo.

I once read that Ben Hogan said anyone who is without physical handicap can break 80 if they work at it. Key word here is work. Better word is two words. Work efficiently. Hogan did both.

So there's a woman here in our great state of Michigan who has **sued** Hooters for firing her because she developed a fat, poochy belly plopping out over the top of her little orange shorts and — despite being warned, offered free gym membership and help from a trainer — refused to tighten those abs. Just like there are millions of golfers around the world that believe they are *entitled* to buy a big driver and break 80 without *working* efficiently on ALL parts of their game. What part of HOOTERS didn't she understand? And what part of adding 30 yards do golfers think should be easy? Look, you don't have to approve of Hooters, go there or work there. But you do need to grasp what it's business is about. They are not about I-Hop waitresses. Nor are golf courses about giving you birdies just for showing up with a \$400 driver. I'm sure this lady will wind up keeping her pot belly and getting a pot full of money. God forbid a business owner should have rights. So, **my modest proposal:**

The PGA Tour should CANCEL Q-school and allow everyone who has a driver with a wrench to play on Sunday afternoon. The NBA required to hire short basketball players. There should be Navy SEALS who **can't** swim. Any re-productions of the Wizard of Oz should include tall munchkins. My industry is much less discriminatory: we let golf pros who haven't broken 80 in 40 years teach others how to do it, club companies who only work with great players sell 10 degree drivers to golfers with 80 mph swing speeds and by gum if there was a golf pro basketball league, we'd have midgets. Now, where's our government grant?

The best strategy for exceptional success is still to spurn all thoughts of entitlement, and **earn** everything, everyday. Every straight drive, every crisp iron shot, every 20 footer for par. If you have this as your #1 governing philosophy, feel free to be intolerant of golfers who seek gain without effort.

Credo: Ask for nothing you don't earn, make NO apologies for having anything you do, and fight like a cornered tiger against those who seek to compel apology or steal the fruits of your ingenuity, investment and labor.