

GrandRapidsGolfLesson.com

Quotes of The Month:

“The most expensive information is bad information.” - Joe Polish

“Opinions Don’t Matter. Facts Do.” - Dan Kennedy

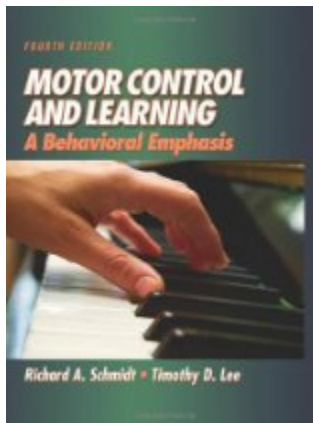
"A real leader {in communication} creates safety so others can be brave." Admiral Adama, Battlestar Gallactica



It’s birthday month for the Seifferlein family. On June 19th we combined Father’s Day, Lucas’s 4th birthday and Audrey’s 1st birthday into one family event. It was a great day with grandparents and aunts and uncles. Lucas is enjoying his new swing and slide (which by the way did not come with a slide, nice bait and switch Lowes). Most of you following this newsletter for several years have read a lot about Lucas, but not so much about our daughter Audrey. To catch you up a bit my wife put together a beautiful collage on page 4 and 5.

Optimal Practice

In this day and age where everyone's time is so heavily crunched, ideal practice is imperative. So why not gear your practice to prepare for a round of golf - instead of becoming a more proficient range rat? UCLA professor emeritus Richard Schmidt, Ph.D., and research partner Timothy Lee have some great ideas on how to do so in their book, *Motor Control and Learning - a Behavioral Emphasis*.



A few of their offerings to nosh on:

Golfers should change tasks and goals with each swing, known as "random practice." Most golfers train with "blocked practice" (sometimes called "bulk" practice), meaning they perform one skill over and over until they can do it without much thought. Unfortunately, blocked practice eliminates the learner's need to 'solve' the problem on every trial and the need to practice the decision-making required during a round of golf.

Random practice is much more effective for golfers because they have to "work the problem from scratch" every time they attempt a shot - just as they would on the course. Making the brain work harder to come up with a solution improves retention of that skill.

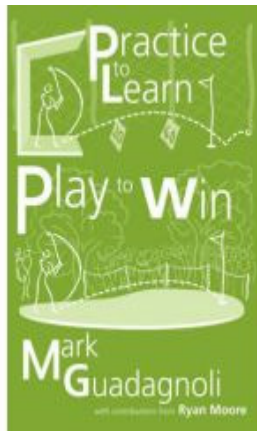
Not clear on this? Then take the quiz on page 2, borrowed from Dr. Mark Guadagnoli's fantastic book *Practice to Learn, Play to Win*. There are two parts to this quiz; you have 20 seconds for each part. Solve all the equations out loud, and after you have solved all the equations for Section 1, take a one minute break.

Notice anything? For Section 1, most people only figure out the answer to the first problem and then recognize that is the same problem over and over again (bulk practice, or what Guadagnoli calls "constant" practice,

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SECTION 1

52+45=
 52+45=
 52+45=
 52+45=
 52+45=
 52+45=
 52+45=
 52+45=

SECTION 2

55+36=
 28+45=
 52+45=
 66+35=
 54+37=
 24+45=
 56+48=
 61+38=

in golf). So even though there are eight equations, you only figure out the answer once. Humans are efficient by nature, which is why we rarely output energy unless we have to. Unfortunately, it is exactly this output of intellectual energy that is necessary to learning.

The equations in Section 2 don't afford you the same easy system. Solving these problems is more difficult and takes more effort (think random/"variable" practice, or a typical round of golf). Practicing math in a constant manner (same problem) is much easier but not very good for learning math. How does this relate to golf? In many ways...

Constant practice takes less effort, focus and concentration, and because of this, one typically *performs well* under constant practice - which is precisely the reason most people use this type of practice on the driving range. It is easier and because they are performing well, they think they are learning. However, based on the Challenge Point theory (yet *another* reason to procure this book), performing well during practice does not make for the best learning. Conversely, as the challenge increases, **performance gets worse but learning gets better**. The 'low down' in all this: getting the answer right is not the key to learning; learning how to solve the problem is the key to learning.

Better Golf Section-

Weird Paradigm Shift In Alignment.

"I'm having trouble aiming". This has been a common theme among requests for help this month. And in nearly every single case the issue with aiming

comes down to this- Golfers are simply not looking where they are aimed. So where are they looking?

Well, some are only looking at the ball - (must be something about their goof ball brother-in-law telling them to keep their head down) while others are looking left or right of where they are aimed. Looking left is more common for right handed players and looking right is more common for left handed players.

So let's "look" at the cause of the looking left or right problem. It is my expert opinion that golfers do not look where they are aimed because golf is not a face on sport. Just about everything else we do in life is face on. When we shift our bodies 90 degrees from face on with our target it is hard to gain a perspective of where we are in relation to target. Therefore we have a tendency to turn our body or our head to look and see where we are aimed. This causes us to look off the target line. Watch this video for an example of looking off the target line and an example of looking down the target line. <http://www.youtube.com/watch?v=JLi5yicANzk>

Notice the 2nd look in the video is more of a head swivel to set the eyes down the target line as opposed to actually turning the head.

Then watch the consistency of a tour player using the head swivel vs. a turn to check alignment.

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

Final Thought This Month

I getz questions. Golfers often ask me, how long does it take to get good at golf? How many hours of coaching do I need? I respond with “how good do you want to get” and “how many years have you already trained for golf?” (yes I said years.)

“Years?, I just told you I’ve never played golf.” the caller will say.

I wasn’t asking if they had played golf, but if they had trained for golf. Just because you have never played golf doesn’t mean you haven’t trained for it. Someone who has spent years learning how to swing a stick at a high rate of speed is far more prepared to learn golf for the first time than someone who has spent a lifetime sitting in front of a computer playing Angry Birds.

So to answer the question about how long it takes to get good at something - It depends on if you have already invested thousands of hours training a swinging or throwing sequence of motion in other sports. It depends on your investment of time training fast twitch muscles, balance and strength. If you can dunk a basketball you can learn golf a lot faster than someone who can not. If you can hit home runs in softball, you’ve got a leg up. If you can throw a ball from first to third. Less training will be required of you.

I getz questions about more than just golf. Seems that I’ve created a little hub of influence these days. Just the other day, a fitness trainer client contacted me with a request for multiple

resources to help her business grow. This was no accident by the way. I quickly introduced her to a resource to find additional office space as her business grows, a promotional item resource and a staffing resource.

So the next time you have a flood in your basement or you need to get the lawn mowed or you need to figure out how to invest your millions - Skip the Yellow Pages and call me up for an introduction to my hub members. I am confident they will take good care of you and give you more time to play golf.

As a side note, I am at the beginning stages of developing a preferred providers website. <http://www.grandrapidsgolflesson.com/preferredserviceproviders.php>

If you feel that your business deserves to be featured at this site please contact by email. Info@grandrapidsgolflesson.com



Referral Leaders:

Scott Brundage

John Meulenberg

Harvey Lexus

Mike Denbraber

Terry Moore

Mike Harrison

Dave Koch

The Fun Section:

Father's Day Interview with Lucas (age 4)

by Mary Seifferlein

June 2011

Is Daddy tall or short? He is not short! He is big

What color are Daddy's eyes? I don't remember

What color is Daddy's hair? Black and brown

What does Daddy like to eat? Treats! We have to hide our treats.

Why? Daddy has no will power! Ummm... mommy I had to show daddy where our secret hiding spot was but I told him *not* to eat all of our treats

What does Daddy like to drink? Everything! Juice and milk and water

What is Daddy's favorite color? All of the colors in the world

What does Daddy do at work? Teaches golfers how to golf that is what he does at work

Is Daddy a good golfer? Yeah

Are you a good golfer? Yeah I am a good golfer and a good super hero

What does Daddy tell you when you are hitting golf balls? To stand still-

What do you like to do with Daddy? Play super heroes and bad guys. Daddy and I are your heroes

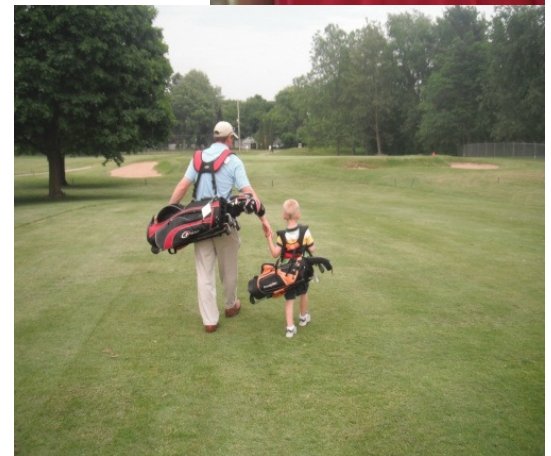
Where do you like to go with Daddy? To the hair cut place and to the golf course and the mall

What do you like to help Daddy do at home? Wash the dishes...daddy doesn't make pancakes so I can't help him make those

What does Daddy do to make you laugh? He does crazy things like when daddy the monster crashes into things and goes roar

How old is Daddy?Ummmm I don't know I think young

Does Daddy love Lucas? Yeah and I love my daddy. I don't love all the daddy's only my daddy. My daddy is the best daddy in the world.



Audrey Hope Seifferlein - One Year

by Mary Seifferlein

The cribs in the corner to be used soon
Everything perfect for the newborn in June

Nothing is sweet as the month of July
The baby's first firework going off in the sky
And knowing just how to hold your baby just right
And comfort her through the long quiet night

And when August comes she knows us well
And will follow my voice around until
I pick up my baby and kiss her nose
And hold her tightly in that same warm pose

Leaves start falling as baby grows in September
Innocent laughs we will always remember...



October is here dressed so sweet
A sweet pea with feet



Under Audrey's 1st Christmas tree
Find lots of treats



January brings snow
Ready to go
Smiling, playing and reaching for toys
Happy and making lots of noise



February comes and she is starting to crawl
We are feeling so proud for something so small



Sweet and precious miracle
From heaven up above
That's what Jesus gives us
When he sends a child to love



(baptism at Sunshine Church)

The air is warmer and the gray skies past
What a welcome sight the sun was at last



And now your 1
Oh what fun
Such a joy such a pleasure
A daughter that I'll always treasure



Schedule update

Group Coaching– Tues. & Wed.
Night Coaching Sessions 6pm.

Ladies Golf Extravaganza– Ladies
Group Coaching 6pm on Thursdays
through July.

Birthday Winner

This months birthday winner is Cathy Barnard. Cathy wins a free group coaching session. Have a July birthday? Please submit the day and month to info@grandrapidsgolflesson.com for contest eligibility.

4th Of July Send Personalized Handwritten Independence Day cards to your favorite liberal 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.

Introduction Ambassador Program

1. Got a friend/family member/colleague who wants to learn to play better golf. Bring them with you for a complimentary 20 minute session on the range. (It's okay if you don't come, as long as your friend/family/colleague shows up.)

2. You receive 50 Gold Points. You will get the 50 Gold Points for each introduction.

3. When you introduce 5 people you will receive 100 BONUS points. (You will get another 100 bonus points for the next 5 and so on.)

Ex: 4 introductions = 200 Gold Points, 5 introductions = 350 Gold Points, 10 introductions = 700 Gold Points

4. You redeem your Gold Points for Top Quality Steaks From Allen Brothers, a VIP Golf Party, Golf with your pro days, etc.

An introduction letter has been drafted for you to send to your referrals. There are four different versions based on your referral's personality. Go to www.grandrapidsgolflesson.com/introductions to download your Done-4-You introduction letter.

Redemption Options

Hand Shake & Thank You- 50 Gold Points

Round of Golf at Your Choice of Public Courses in Grand Rapids Metro Area- 100 Gold Points

Allen Brothers Steaks (4 pack of Filet Mignon)- 200 Gold Points

VIP Golf Party (appetizers, drinks, practice balls and hanging out with your pro and up to 8 of your closest friends)- 300 Gold Points

Golf With Your Pro (18 holes for you and up to two friends)- 500 Gold Points

Week at Disney (includes flight, accommodations and theme park tickets for up to four people)- 12,500 Gold Points

Program good through the end of August or until Final 43 client spots are filled

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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Five Swings
Guaranteed!!**