

GrandRapidsGolfLesson.com

Quotes of The Month:

“Enter into his gates with thanksgiving, and into his courts with praise; be thankful unto him, and bless his name. For the lord is good.” - Psalm 100:4-5

“Successful people have an attitude of gratitude and take nothing for granted.” - Zig Ziglar

“I only want people around me who can do the impossible” - Elizabeth Arden

2009 Golfer of the Year
Mike Franz

Inside this issue:

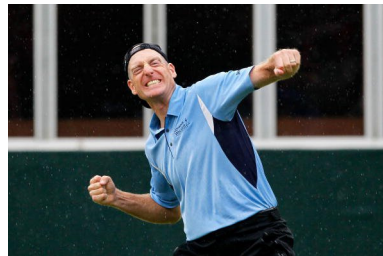
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It's that time of year when we are all reminded of giving thanks. But why just now? Why not all year? Why not get a card from your insurance agent on a regular basis? Why not from your barber? Your Butler? Your Golf Course? All the people that you allow to exist in your life and *profit* from you? The late Foster Hibbard incessantly lectured about 'the art of the attitude of active gratitude'. Unfortunately I am no model for you to follow when it comes to active gratitude. It'll be on my 2011 goals list. But for now, I would like to take a moment to thank all of you as 2010 has been the year that you have turned me into... as Ron Burgandy would say... A Very Big Deal.



A few other things I am thankful for...



- *Jim Furyk won the Tour championship with an Octopus swing, where only impact matters.
- *Justin Amash is in Washington. Where maybe for once we can get back to earning instead of entitlement.
- *My Wife's Tolerance
- *My lack of Commute

Reason #864 to be thankful you are on Planet Scott.

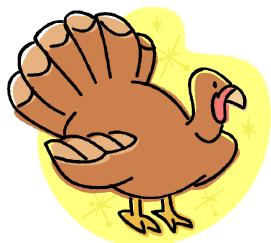
When you came to Planet Scott you were seeking a unique place where you could be unabashed about your success. A place where you could be determined. Where nobody could convince you to withhold your ambition and activity. Where you could create your own golf stimulus. Where you have *inside* access to a professional golf coach.

Most are amateurs at it. When the PGA uses "golf professionals" as synonym for golf pros, they are being politically, overly generous. Most are not professionals at all. They do not study the history or science or art of their craft, they do not practice and rehearse, they do not watch film to improve, they do not work at being as highly skilled as possible— but this is what real professionals in every field do.

Outside of our little underground world there is **always** conspiracy against achievement. Its nature, the direction it comes from, its conspirators, their power ebbs, flows and changes, but it is always there. Give thanks that you wake up everyday knowing that this newsletter, the mastermind events, the weekly Champion Success Strategy, the private coaching, all give you the strength and accountability to hold the achievement conspirators at bay.



Thankful you don't play with this guy.



Yet Another Reason To Be Thankful

The overwhelming majority of those competing for your golf dollars are pathetically ignorant of what is possible. And even if aware, are absolutely unwilling to deal with meeting the requirements for golf prosperity. Bob Culp's Playboy mansion toast applies: Be of good cheer for They are out there and We are In Here.

Top Reasons Why Most Golfers Don't Get Better

Don't know where I saw this, probably in a golf magazine, but the author was giving the top 4 reasons why golfers don't get better. I have included a couple of his reasons here, with my own version of why the author is wrong in **BOLD**

Learning golf doesn't start in the middle. A sound golf swing is built like a house. First the foundation, then the framing, roof, exterior walls, interior, paint and trim. You can't do one before the other. In golf, it all starts with the grip. If you do not hold the club properly, you'll NEVER accomplish a sound golf swing. **B.S.**

There are a plethora of good golfers with "bad" grips. Go to the tour practice range and you'll see more grips than vodka options at a Russian Lounge.

Most bad shots are ordained before the swing ever begins. I am rarely surprised by a bad shot, or a good one, actually. **Really? Why is it then that you can film a 20 handicapper making the same bad swing 10 times in a row and 1 of the shots is great, 8 average and 1 awful? The author went on to describe that you must have perfect set-up, yet if you look closely, you will see great players without textbook posture, stance, and alignment. These are all non-absolute**

items for successful golf.

You can swing when you want to, at the pace you find comfortable. And you can take your time to make sure the ball will be precisely in the way of that swing.

Sure you can. I know a lot of people comfortably swinging the club at 50 MPH and wondering why the golf ball isn't going far enough. A recent client "uncomfortably" added 15 MPH to his club head speed and hit the ball farther than he has in 20 years!

In full disclosure I did agree with some of the article not included here, but so much of it was unnecessary filler that adds confusion to the game. Perhaps that is the real reason why most golfers don't get better. And those of us on Planet Scott have thanks for that.

What You Missed this month by not being a Silver Member.

*Your 200 Yard Golf Shots And How To Manage Them

*Wicked Experiments & Moving A Spoon With Your Mind

Upgrade to a Silver Membership for less than dinner at that faux Italian Restaurant chain. Call 616.802.4969 to upgrade before you miss out on the December bonuses!

This Winters Golf Fitness Exercise
By Shawn & Amy Miller of Flex Fitness

The BOSU

The BOSU is a **unique piece of functional training equipment** that can help improve your strength, balance and cardiovascular fitness. If you are not using the BOSU in your workouts, you are missing out on a great piece of training equipment. The **BOSU is a half round ball** that is flexible, much like a trampoline, when you stand on it. Originally the name "BOSU" was an acronym for "Both Sides Up." It meant that the BOSU Balance Trainer could be used on either side, the dome or the platform.

The BOSU is really just a modified step that **requires greater use of the stability muscles** to maintain balance. It adds an unstable dimension to any lower or upper body exercise creating a greater muscular challenge. Of course, an increase challenge means **faster strength increases** in less time. The soft, deformable surface strengthens your whole leg complex (foot, ankle, knee, hip and core) as it works together to try and stabilize the rest of your body.

The BOSU is considered **an advanced balance trainer** especially if you are standing on it. The soft, movable surface places a greater demand on your balance muscles, core stabilizers, foot proprioceptors and inner ear. This increased demand on the equilibrium mechanisms challenges them to improve your balance faster. **Beginners can start** using the BOSU by stepping into it one foot at a time. Each step increases your comfort level with how the BOSU moves under your feet.

The BOSU offers **the perfect solution** for those looking to get a more functional and dynamic cardiovascular workout, especially if you have knee, hip or back pain. Standing on the soft surface of the BOSU, you can jump up and down for several minutes really getting your heart pumping. You can also start on the floor and jump onto the

BOSU as well. Finally, standing on the ball doing 90 or 180 degree jump turns offers a balance, strength and cardio challenge like none other.

Some Great BOSU Exercise Ideas

The many ways you can use the BOSU is only limited by your imagination and creativity. **Here are 3 good exercises** to challenge your balance, strength and cardiovascular conditioning.

1. BOSU Balance

Try this the first time with the BOSU near a wall in case you need to hold on for stability. Place the BOSU on the floor flat side down. Start by stepping onto the BOSU and placing your feet slightly less than shoulder width apart. Stand on two feet until you feel comfortable with the feeling of the soft, moveable surface. Place one foot on the top center of the BOSU and try balancing on one leg. Switch legs after about a minute. When you get comfortable balancing on one leg with your eyes open, try closing your eyes.

2. BOSU Jumps/Jump Turns

Place the BOSU on the floor flat side down. Start by stepping onto the BOSU placing your feet slightly less than shoulder width apart. Bounce up and down until you feel comfortable on the soft surface. Once you feel stable try jumping high enough so that your... continued page 7

Birthday Winner

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

Thanksgiving

Send Personalized Handwritten Christmas cards 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.

Schedule update

Winter

Coaching-

Champions Gate Indoor Golf will once again be hosting my clients for indoor golf training. Opening day is Nov. 20th



The Fun Section:

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MINZEY'S MUSINGS

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A husband and wife go to a counselor after 15 years of marriage. The counselor asks them what the problem is and the wife goes into a tirade, listing every problem they have ever had in the 15 years they've been married. She goes on and on and on.

Finally, the counselor gets up, goes around the desk, embraces the woman, and kisses her passionately. The woman shuts up and sits quietly in a daze.

The counselor turns to the husband and says "That is what your wife needs at least three times a week. Can you do that?"

The husband says, "I can bring her in on Monday and Wednesday, but on Friday I'm golfing."

New High School Exit Exam

You only need 4 correct to pass

- 1) How long did the Hundred Years' War last?
- 2) Which country makes Panama hats?
- 3) From which animal do we get cat gut?
- 4) In which month do Russians celebrate the October Revolution?
- 5) What is a camel's hair brush made of?
- 6) The Canary Islands in the Pacific are named after what animal?
- 7) What was King George VI's first name?

8) What color is a purple finch?

9) Where are Chinese gooseberries from?

10) What is the color of the black box in a commercial airplane?

*Remember, you need 4 correct answers to pass.

ANSWERS TO THE QUIZ

- 1) 116 years
- 2) Ecuador
- 3) Sheep and Horses
- 4) November
- 5) Squirrel fur
- 6) Dogs
- 7) Albert
- 8) Crimson
- 9) New Zealand
- 10) Orange (of course)

What do you mean, you failed? Me, too.

And if you try to tell me you passed, you LIED! Pass this on to some brilliant friends.

PGA Pro Gong Shot. This is a riot.

Go to this site and watch the two minute clip of European tour players trying to hit a gong from 200 yards away. <http://www.youtube.com/watch?v=Pu3OIT7mxDQ>

Bad golf joke of the month sent to me by Mighty Joe Stankowski, founder of This Workout Doesn't Suck.

How do you know when it's time to get new golf shoes?

When you get a hole-in-one.

Rules Question of the Month: What is the maximum number of clubs you can keep in your bag and what is the maximum number of penalty strokes (in stroke play) you may receive if breaking this infraction?

Answer on the back page.

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

This winters **MUST HAVE** putting training tool-

The Putting Arc. You have used it with me. Now get your own at home version! [Www.theputtingarc.com](http://www.theputtingarc.com) Call 800-898-0701, M-F 9-5 ET, tell them you are working with Scott Seifferlein and give them the number 727. As a bonus for working with Scott Seifferlein, you will receive a free *Why It Works* DVD with a T3, or your choice of one of the following Putting Arc products at no charge, if you order an MSIII or Deluxe: (Arc Glider, Shoulder Alignment Mirror, or Ben Hogan's Final Missing Piece DVD).

On a national scale, known Putting Arc users won three major USGA titles in 2010 and were the finalist or semi-finalist in two other championships. On the pro side, Putting Arc users have won 8 professional majors in 2010 (PGA, LPGA, Champions, and European Tours), and the 850 plus pros who own a Putting Arc have recorded 852 wins since 2003.

For Immediate Release-

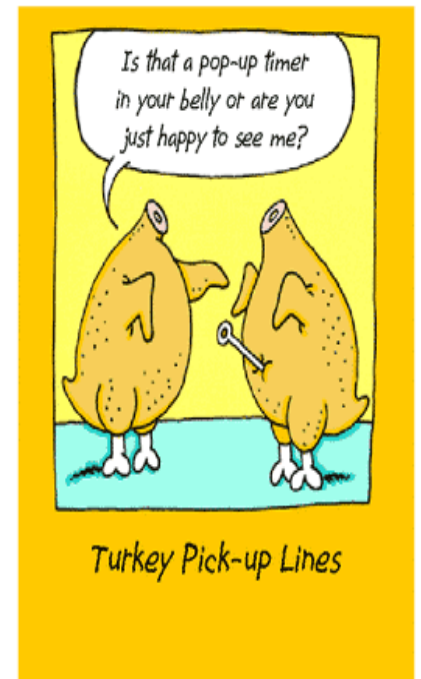
Sustainability Experts Acknowledge GrandRapidsGolfLesson.com as a Leader of the Green Movement

Grand Rapids- According to recent reports, the average Grand Rapids golfer is now playing 14.83 additional holes with the same golf ball. Initial research at golf courses concluded that it is not any easier for golfers to find their ball, but in fact, they are actually hitting it straighter after implementing the coaching programs taught by GrandRapidsGolfLesson.com

“Our programs increase the average golfers ability to keep the ball out of the woods by 43.8%”, said PGA Golf Guru Scott Seifferlein

This leads to golfers losing less golf balls. Which not only saves them money but helps the environment. Research teams at the Danish Golf Union have discovered it takes between 100 to 1,000 years for a golf ball to decompose naturally. A startling fact when it is also estimated 300 million balls are lost or discarded in the United States alone, every year.

To learn more about golf sustainability programs contact PGA Golf Guru Scott Seifferlein at 616.802.4969.



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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>

**Stop Slicing
Five Swings
Guaranteed!!**

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Rules Quiz Answer- 14 clubs is the maximum. 4 strokes is the maximum number of penalty strokes you can receive for breaking this infraction.

Over the past 17 years of being around golf as a competitor, teacher, coach and consultant, I have recognized that golf is a very valuable game that helps individuals learn about themselves. It gives us the opportunity to recognize the importance of *focusing* on our target and goals as well as deal with interference internally and externally. At the beginning of my career, I thought it was mainly about fixing someone's swing to allow him or her to play better. This is an important factor in playing better golf, but it certainly isn't the bigger picture. There are now tools that I can use to help my clients become better golfers that can also create awareness off the course. Golf challenges people in ways to use their minds from an extremely strategic side. Through a pre-assessment, I help people recognize what is holding them back from achieving their goals. Often times we're amazed how similar the game of golf is to the challenges we face in business. Golfers and non-golfers enjoy many of the activities that I have my clients participate in because they see how **fast** they can improve their performance by changing their focus. Some of my clients are doubling their incomes through the awareness of how to improve while enjoying the value of the game. While instruction may be vital, the understanding of how to apply the lessons of golf has allowed my clients to improve their performance in golf and in life. It's not always the great rounds that bring my clients back to the golf course, but the analysis that creates a deeper awareness to the value of the game, and ultimately, how they perform off the course.

Additional Resources for Referral Success and Business Golf Boot Camps can be requested by e-mail to info@grandrapidsgolflesson.com

Speaking of improving your business and making more money - The annual Nieman-Marcus Shameless Catalog of Obscenely Extravagant Gifts is in my hands. This year's portfolio features: A Tequila Avion private party for 75, by A-list event planner Colin Cowie: \$125K. (I haven't heard of him either) A Dale Chihuly Designer Swimming Pool, \$1.5million, lighting, shipping and install *not* included. Less insane: 16-ounce jar of LaMer face cream, \$1,390.00.

With this in mind, **you can give the gift of Scott this year:** spend 3 days hanging out with me at Las Vegas's most expensive golf course Shadow Creek, MGM Skyloft with 24 Hour Butler, private Limo for three days, personal caddie, unlimited meals at 5-star unique restaurants, picking my brain as you wish, private jet to and from Grand Rapids and VIP round of golf with PGA Tour Pro of your choice... just \$127,000.00. Limit 3 participants.

continued from page 3... feet actually leave the ball.
Make sure to keep your knees bent. When you have mastered that progression, try 90 degree jump turns. Make sure to jump in both directions for equal balance and muscle development.

3. BOSU Lunges

Place the BOSU on the floor, flat side down, against a wall or other immovable surface. Standing back about 3 feet and facing the BOSU, lunge into the side of the soft top surface. Try to keep your balance making sure that both knees are slightly bent and your back heel is slightly off the ground. Also keep your head and chest upright and maintain your balance. Return to your original starting position and step with the other foot. You can make it a little more challenging by placing hands on your hips.

Give these exercises a try and watch the BOSU really "pump up" your workout.

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FLEX is now open 24 hours a day, Every Day!

