

More details Tommy!

I heard from more than a few of you this week. Thank you! But I was taken to the woodshed! You wanted some detailed information on what I thought and what the options were for the genuinely average (and below) golfer. What ball to try, what irons to play, and what from **Cobra** did I think that was so head-turning. I get it, not everyone can use strictly game-improvement equipment. Some of us need a lot more help for the enjoyment of the game or at least look at mixing up the bag to make sure that folks like us can have some success on the course.

As for the irons, you'd be hard pressed not to want the **Yonex CB-701** irons. They have a forged body and stainless-steel face that's made to flex and send the ball up and out. These were about as close as "set-it-and-forget-it" as you could get. These are large, but responsive irons focused on feel for the golfer that would like a little more assistance.

It drew a large crowd because the word was getting out that it was performing so well. Granted Yonex is not a household name, but the performance is proof that they are definitely worth the investment. It's one of our best-selling, performing and underrated brands.

Demo heads will be coming in shortly.



King F9 Speedback

Cobra





The F9 driver, fairway woods and hybrids are not to be missed. While waiting my turn to hit them, virtually everyone that tried it on the indoor range was turning around with faces of disbelief, scratch golfers included. Everything looked great and performed even better. The faces on the driver and fairway woods are **CNC milled** to make them more consistent and perform better on off-center hits. The lofts and face angles are adjustable, but the weights are only adjustable on the driver to move the center of gravity higher or lower to add or reduce spin. The thing that made them ideal for the higher handicapper (and everyone else for that matter) were the **Baffler rails** on the bottom of the fairway woods and hybrids. It made them easier to hit off the turf by interacting with the ground better. Yes, it was a mat, but hitting woods off the ground can be challenging. *Demo heads should be available within the next few weeks.*

What's all the buzz about PING?

The PING G410



When I got my chance to hit them, they were very easy to get airborne, and they do an excellent job of balancing distance and accuracy. These replacements for the G400 Irons are legit. One of the best things I noticed is that they don't look as big as the previous model, but all the help is still there, but more so. Trust me; they go high and straight. If you've never had the chance to hit a 185 yard 7-iron, here's your chance. Anytime to have a shorter club into a green that should be a welcome change to anyone's game, regardless of your skill level. Golf tends to get more fun that way.

And of course, the **PING G410 hybrid** is adjustable for the first time to change loft and lie to dial in a perfect fit and performance. These will help tame those 200-yard shots and have you putting for birdie more often. This hits hard and flies high. It's time to take that long iron from your bag and put a couple of these in instead. *These are available to be fit as of now.*

We are here to help you

Find a better game

I can't think of a single time when someone has said, "*I want to make the game as hard as possible.*" Even golfers who shoot in the 80's and below like a little frustration now and then. And for folks like me, we should

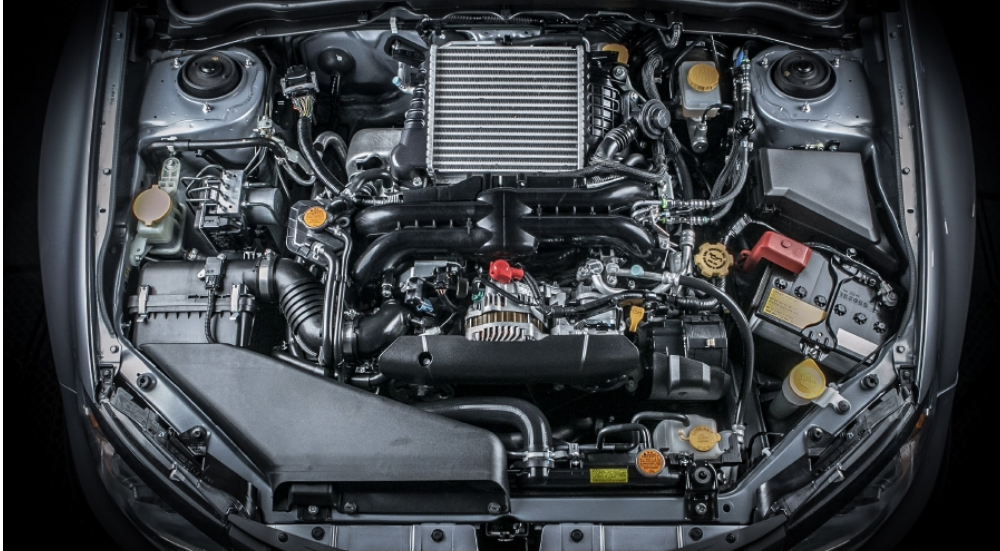
golfers who shoot in the 70's and below like a little forgiveness now and then. And for folks like us, we should take a lesson from them. Then maybe we can keep up with them and perform our best.

[Click here](#) or call 817.595.4653 for questions regarding equipment, availability or anything else that you might need. If you want to ask any questions of me directly, send a note to tommyb@thegolfstationfit.com.

Shafts and myths

Let's bust some myths and misunderstandings

You may have read or heard some say that "the shaft is the engine of the golf club".



That metaphor isn't right. If there's an engine, then it's you.

You create the energy. The shaft controls and channels that energy.

The shaft is more the transmission; allowing the shaft to return the clubhead square to the target at impact. The shaft transfers the energy you create to the clubhead.





One of the questions you have to ask yourself is: do you have the right transmission for your engine and vehicle?
Are you maximizing the return on the energy you're creating; and are you returning the clubhead square to target at impact?



"If you're losing distance as you get older each year, then it's really worthwhile looking at options to create faster clubhead speed and a better energy transfer."

Now let's check

Ready for your transmission to be checked over? We have examples of shaft changes that have added as much as 30 yards to tee shots. With irons, we find significant improvements in shot dispersion.

[Book your check-up >](#)

Beyond our expectation

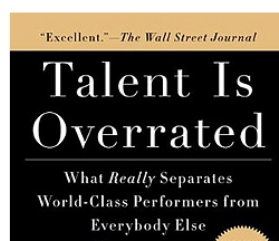


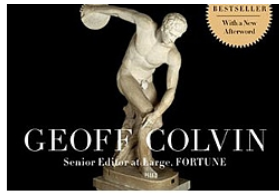
How does a golf ball deliver it all;
Soft, fast, distance, spin, durability?
How good could you be?

[Watch the video >](#)

Talent is overrated

Geoff Colvin, in his theory of "Deliberate Practice", contends that you can all be so much better at golf, and much quicker than you imagine, with a better approach to practice.





This isn't about beating balls until your hands bleed.
It's about having a sensible structure that accommodates the commitment you feel you can make.
There are four essential steps according to Colvin's principals:



A personal plan that starts from your current reality, identifying the areas you can most easily improve, quickly.

Go beyond your comfort zone, practicing shots you are not comfortable with. Choose it shots you can't expect consistency or adequately might not seem like fun, but you need to push your boundaries.

If you don't have a lot of time for practice, then limit the new skills you're trying to develop. You need, rough repetition, to sear the new movements required into the brain.

You need continual and specific feedback. You need to record your swing in practice or have a coach present. If the result is bad, you need the diagnosis as feedback. If the result is good, you need the positive affirmation of the movements that created the result.



Experience Improvement Beyond Your Expectation

Start your journey. We want to help.

This mail was sent to {{contact.contact_email}} by Tim Brantley and is provided as a service for the members and guests of The Golf Station and has been supported and sponsored by advertisers in this email and our partner suppliers. For any queries
We want to help you on your quest for a better playing experience. Let us start you off with an assessment. Then, involve us in your progress. Let us provide feedback and guidance. Better golf shots, more often, is a great payoff.

contact us on 817.595.GOLF (4653).

Contact us >

Sent on behalf of The Golf Station by

RetailTribe: 15851 Dallas Parkway | Suite 600 | Addison | TX | 75001 | +1 972 380 3002

Trouble viewing this newsletter? [View it online](#) | [Download a printer friendly copy](#)

[Subscribe here](#) | [Unsubscribe here](#)