



Play the percentages

You read about the best golfers making the case of golf being a sport that exercises the mind. Does it exercise yours? Could you make more use of your mind?

Most less skilled golfers find themselves in situations that require thought more often. But, in many cases they spurn the percentage shot. Is that because it doesn't matter that much? Is it because the exhilaration they experience when the impossible comes off is worth the pain of every time it doesn't? Is it because their mind thinks they have another golfer's swing?

Try playing a round of golf where you play the percentages. Then at the end ask was it any less enjoyable or, indeed, did you enjoy it more? And how does the scorecard look?

Choose THE 1 in a 1,000

Hit the sweet spot

Golf is a simple game actually. The swing is a circle. It returns a relatively large clubhead to a ball that hasn't moved.

And when you hit the sweet spot, it's a great feeling.



How easy is it to find the sweet spot if the heel of your club is making contact with the turf and the toe is raised?

How easy is it to find the sweet spot and the heel of your club is making contact with the ball and the club is raised.

Which way is the club face pointing if you do find the sweet spot?

Would this be a great swing spoiled by a lie angle that was too upright?



Many manufacturers today are building 'standard' clubs with very upright lie angles. They think that compensates for an over-the-top swing. But do you have such a swing? And how much over-the-top is it?



Hitting more great shots doesn't start with equipment. It starts with an assessment of your game; your athletic dimensions; and your golf swing.

We want you to hit more great shots

Let us help you hit more great shots. Let us check out your lie angles. Get that right, and you'll be amazed at how much more accurate you are. This applies to all golfers. Why waste a great swing?

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Callaway Rogue Pro Irons



For a good ball striker, the Callaway Rogue Pro Irons have a super fast face and exquisite feel and sound at impact. How was that delivered? A secret sauce.

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Your wedge and ball flight

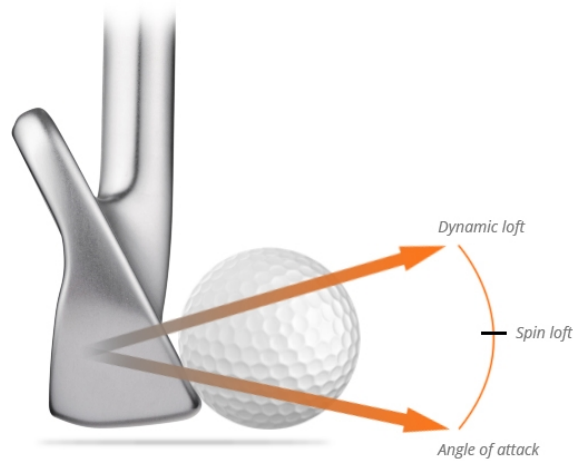
Getting technical

Being able to play 50yd wedge approach shots on a slightly lower trajectory with good spin, will add control to your short game. It will help you hit shots closer.

So how do you create spin with your wedge?

You learn to control "SpinLoft". SpinLoft equals your dynamic loft (the loft of the face at impact) MINUS your angle of attack.

There is a range for maximum spin – between 40 ° and 50°.



So an attack angle of -4° with a dynamic loft of 38° will create a spin loft of 42° .

That's a good number and, providing you're playing with a premium ball, a clean and dry wedge with sharp grooves, and making solid contact, you'll create real stopping power.

So why use a steep angle of attack to create a higher spin loft?



Above about 50° of spin loft, spin starts to be reduced! That's a startling discovery, isn't it? If the spin loft is too high, it seems the ball slides up the face of the wedge without friction, creating enough spin.

Come and learn to control ball flight

Being able to shoot the ball in with a slightly lower trajectory and the spin to check the ball quickly, makes distance control so much easier.

Come and learn how to play this shot.

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