



## Why do you want to play better golf?

If you speak to fitness trainers many will tell you that a customer who says “*I want to lose weight*” is already a lost cause. It is insufficient motivation to stick with a fitness program. What good trainers will do is push their customer to think about *why* they want to lose weight. They will try and focus them on an emotional experience they want to enjoy or improve as a result of better conditioning and a loss of weight.

Golf is the same. For most of us, “*I want to lower my handicap*” is not actually a great motivator to stick with an improvement plan. The question is: why do you want to shoot lower scores? What is the experience you want to enjoy or improve? Can you define it, and can you describe it as an emotional feeling?

Want to chat about your motivation for improvement? [Contact us](#).

## Shafts and myths

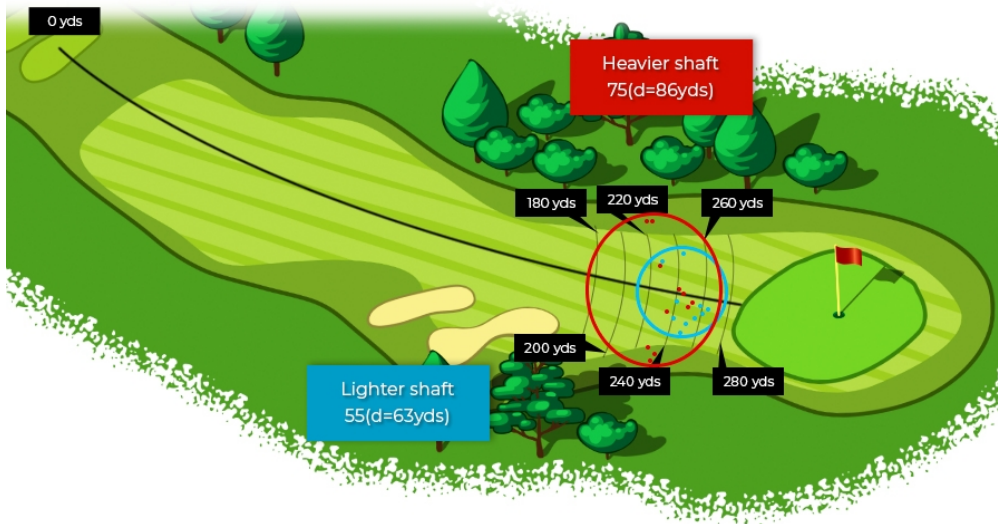
### Weight is more important than flex

The jury is out on this one. The evidence shows that, if one is more important than the other, then it's marginal. We think this myth has come about as the industry tries to educate golfers that weight is very important. And it is.



Many golfers are playing with shafts that are too heavy. A lighter shaft would not only allow them to create more clubhead speed, it would also improve their control and make it easier to swing the club on plane.

The argument is that most golfers would hit it longer with a lighter shaft. But don't under-estimate the impact on accuracy and consistency. There were multiple examples like this in MyGolfSpy research done on shaft weight.



*"If you're losing distance as you get each year older, then it's really worth while 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 big improvements in shot dispersion.

[Book your check-up >](#)

## How good could you be?

### Play together. Practice together.

Life needs more than work. Experts now believe that loneliness reduces your life span, mental agility, earning power, and ability to hit #7 irons closer. OK, maybe we added the last one, but not the rest. Those same experts also recommend exercise, but we'd also offer additional advice.





*What are you up for now? Oh yes,  
protein shake and recovery  
in a darkened room.*

*What are you up for now?  
Try and walk to the bar after an  
hour on that saddle!*

Golf is great exercise. Even hitting 50 – 70 shots practicing burns calories. Add a focus to that practice, and you gain the reward of accomplishment; a new skill acquired (with payback out on the golf course). And bring friends to practice. It's fun; it's feedback, it's a "recovery drink" in the bar afterward.



### **You need someone to share a drink with**

Getting friends to practice, provides the opportunity for fun competition, feedback, and a shared experience afterward. We'd be happy to help make your sessions as productive as possible with some extra advice and feedback.

[Contact us >](#)

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