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The quickest way to lower your scores

It is often said that the quickest way to lower your handicap or improve your scorecard is to improve your putting, and then your short game. But I wonder if lowering your handicap is the biggest motivator for improvement?

There's a line of thought that for most golfers improving their golf swing, so that they put more tee shots in the fairway, leads to a much more enjoyable golfing experience.

We have two questions for you. First, which would be more likely to motivate you: lowering your handicap or having a more enjoyable round? Second, should we put this to the test? Do we have two 12 – 18 handicap golfers who would be willing to test the theory of which improves your scorecard the quickest? Any volunteers? [Contact us.](#)

Your fitting survey

Could this be made easier for you?

We want to know how we can help you enjoy a better playing experience this year. We're not selling equipment or a fitting. We want to supply a better playing experience. What do you need? If you haven't completed our survey in the last couple of weeks, then

[Give us your answers now >](#)



You're an individual. When it comes to



equipment, you are indeed one in a thousand. But the right option, the right technology, and a better technique make an approach shot, a moment of joy.

Fill in your survey

That's why we'd like you to complete this survey and let us know what's most important to you and your playing experience.

[Complete now >](#)

Have you got what it takes?

This shot is worth an investment in your technique, the best technology, and the perfect fitting. Improve your "return".

[Contact us now >](#)

Exceptional feel



A softer feel off the shorter irons, wedges and even your putter. We want you to feel the unique softness through the bag and feel the impact through more control and stopping power.

[Learn more >](#)

Adding speed

Make that a plan this year

If you needed convincing that golf is much more fun if you're knocking it longer off the tee, then here's what we'd like to do on your season opener.



Before you play a "normal" round play "Partner-a-Pro" and see how much more enjoyable, and easy the round is. This involves, on Par 4 and Par 5 holes, NOT playing a tee shot, but instead placing your ball 280 yards down the fairway, as though you had hit a 280-yard tee shot. How much easier is every approach shot? How much more fun is the round?

Maybe 280 yards is beyond your reach, but set a new target for yourself.

Add speed. Use one or more of the following:

Technology



Technique



Power



The last few months have been all about speed when it comes to equipment innovation. Making it easier to swing faster and making faster faces.

Getting the club on a good swing plane and path will allow you to release the clubhead through the ball. That, for most, will already add five mph and more of clubhead speed.

Especially if you're over 35, you should be investing in improving your muscle mass. Combine strength work with speed work in the gym. It's great for you and your golf.

Plan to add speed in 2019

Every one of you can invest a little in each of those three areas. If you do, then I'd be surprised if most of you aren't adding 30 and 40 yards plus to your tee shots.

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