

## I love testimonials!

I love when golfers get new gear, and they love it. Yes, I'm living vicariously through them, with each purchase.



"In December I came in for an iron fitting and left having been fit for **Srixon Z585**. I tried as hard as I could to be fit into Z785, but after about a dozen strikes, Tim and Chris just said, "No." The truth hurt, but they were right. But once I accepted that I still needed to be in more of a game improvement iron, I got into a groove. I was fit into Nippon Modus 105's in regular flex and got them **SST Pured**. When I got them, they were almost too pretty to hit, but I finally took them out and played. I don't know what the guys who built these did, but I was blown away by how they performed. I was beyond impressed." ~ I.C.

## Helping you gain yards and strokes...

...That is what The Golf Station is good at!





These gents were fit a while back into **Mizuno JPX Hot Metal Irons** with **Accra i70 shafts** and a **PING G400Max Driver**, respectively. They came back in to tell us how they were getting along with their new clubs. Their signs speak volumes. We see these results a lot. I admit, I go on YouTube and watch reviews of clubs for the entertainment factor, but about 95% or more of them are hitting the demo club that is there to give you an idea of what a club might do for you. Most, in my opinion, are advertising for the companies, and I don't have a problem with that. But they can give a false representation of what a club is or isn't and give a golfer the wrong impression. Don't get me wrong; there are a couple of them I like to watch and take notes from. *Yes, I do take notes: I told y'all, I'm a geek.*

We fit you into your best options regardless of brand. That way you can shave five strokes off your average scores by putting you in better positions on the course or hitting it 20 yards past your previous driver. While we can't promise 20 yards, we know we'll be able to help you play better with properly fit equipment and get the most out of your game.

[Contact us >](#)

## What is golfing your ball?

A good example is playing **Bella Collina Country Club in Florida** and nearly being blown off the course by the wind and watching two of the best players in the store grind for four hours and shoot par or better. Watching **Tim**, on a Par 5 for example, hit driver, 3 wood, 3 wood and two-putt from 520 yards into that wind was not only impressive, but it was also inspiring. *I won't tell you what I scored on that hole; needless to say, it wasn't "5".* Being able to grind through a tough round or harsh conditions is one of the more difficult things to do in golf. You can dig deep and figure out how to navigate trouble or when it gets tough; you can beat the daylights out of a bunker in frustration (*sorry, I had to go there*).

It's about not just the ability to play, but the mental focus to put you in the moment and focus on the task at hand. If you need help in doing that, [let us know](#), and we'll give you some strategies you can use to do just that.

## Stay tuned...

We have great news coming to you in the next few weeks for our loyal customers and our juniors! I can't spill the beans yet, but trust me, it's going to be awesome!

The weather in North Texas is beginning to turn and your season is about to get going in earnest. Most of us have a few weeks to go. But it's never too early to schedule yourself for fittings or lessons. The calendar is already starting to fill up fast! So please, [click here](#) or call **817.595.4653** so we can accommodate you and help you play your best and to get Golf Station Fit!

## Shafts and myths

### It's not about swing speed

We've seen online fitting tools that ask you how far you hit your 5-iron. From there they estimate your swing speed. Then they recommend a shaft flex. What if we told you that two golfers, with the same swing speed, using great club fitters, had to use two wildly different shaft flexes?



📷 Bridgestone Golf: [\*Nick Price's Golf Swing\*](#)



📷 Bridgestone Golf: [\*Fred Couples' Golf Swing\*](#)

The “load” that Nick Price put on the shaft on the downswing was far greater than the much smoother Couples.  
Price needed a shaft as stiff as he could get. Fred Couples played a much softer flex. But they had the same swing speed.

By the way, there are no standards for shaft flex.  
There is no consistent meaning to “stiff” or “regular”.  
Each manufacturer labels the shaft as they wish.



*“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."*

## How do you load the shaft?

How does the rhythm and tempo of your swing impact the shaft? Have you ever invested some time in checking what you need in a shaft?

[Book your check-up >](#)

## Improvements everywhere

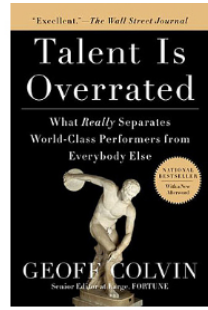


The new Z-STAR is soft and "feels" great. It goes further. You will generate more spin, making you a short game wizard. The ball last longer. Srixon's new Z-STAR does it all.

[Learn more >](#)

# How good could you be?

Make the most of any practice



Last week, we introduced you to Geoff Colvin. He has a theory about “Deliberate Practice”. This isn’t about beating balls until your hands bleed. It’s about making the most of any time you practice.

Colvin recommends identifying a skill you want to acquire, or particular golf shot you want to master. There are then two sorts of very deliberate practices on the way to mastering the skill or shot in competition. Let’s say you’re trying to become a master of the 40-yard pitch-shots that stops quickly.



## Block practice

*While developing the ability to repeat the movements that will create a consistently controlled and measured 40-yard pitch shot, you will hit shot after shot, until you’re comfortable.*



## Random practice

*On the course, you’ll need to play this shot at random. So create that in practice. Hit different golf shots, similar in sequence to a real golf game. Tee shot, approach, short (40 yards) pitch.*

**Start your journey. We want to help.**

Why don’t you give “Deliberate Practice” a try? Start with an Assessment. Let’s agree on a particular skill to be improved. We’ll teach you the correct technique. We’ll give you the practice program. We’ll check in every week with feedback. After two weeks, let’s test your new skill. How good could you be?

**Contact us >**  
Get in touch

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