



The big cat is back!

The Masters is a tournament that many of us look to as the start of the golf season. It's the first major and no matter where it sits on the schedule, it still lives up to its reputation and standing in golf. This year's result was magical. I didn't think Tiger Woods would ever win another major, and I'm a fan. But

he did, and admittedly, I shed some tears. This was the very man that prompted me to get off the couch and say, "I grew up playing baseball. That ball isn't moving. How hard can it be?" And over the course of 20 years we've watched him grow, rise, fall and gain life perspective that sometimes only pain and trouble can bring. And through a lot of hard work, and undoubtedly some help along the way, it's culminated in his 81st PGA Tour win and his 15th Major Championship.

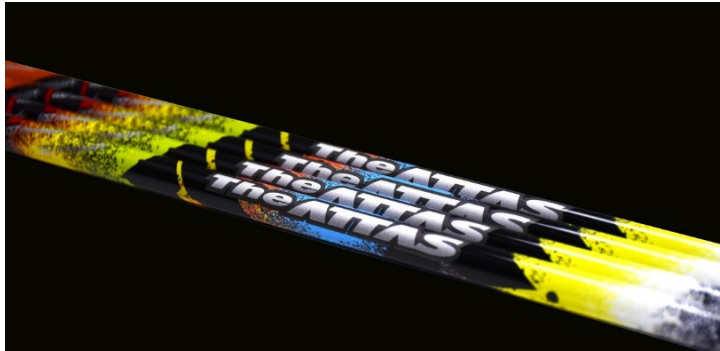
Congratulations Tiger Woods. You helped us remember that you can actually still do this golf thing.

You've come to the right place

This week's offering is a testimonial:

I wanted to send an email to thank you for fixing my driver. I went to [Name removed] and I got fit, and I thought it was going to work for me but it didn't. I was fit into a PING G410 and it looked like it was going to work for me until I got it on the course. Admittedly I didn't understand all

the numbers on the screen, it just got in the air and went high, but it didn't go far. I was being outdriven by my buddies who were using drivers built a couple of years ago. I felt like I wasted money. I drove by the store and walked in. I happened to have my bag in the car and Tim couldn't have been nicer and gave me a lot of information. He took me in the studio and in about 30 minutes he had me hitting straighter shots and he took the shaft I was in, and explained that my driver was spinning way too much, I think over 3500 RPM; that will always get the ball up, but at the cost of distance.



*My fitting put me in a **UST TourSpx Attas shaft** and my distance got better and I was seeing the ball fly high, but with better trajectory and get more run on the ground. But these were simulator numbers. After the driver was built, I went to play and the difference was night and day. Trackman had my spin numbers at 2350 RPM and I saw the difference on the course. I was now hitting the ball the same distance as (and a few times past) my friends. That was what I was looking for when I went to get fit the first time. I guess it's just marketing from a big company who says they can fit anyone with thousands of head and shaft combinations. In my case, they took my money and Tim made it right.*

Thank you! – C.J.

I don't know what else to say to that other than this:

We're getting a lot of these visits now from one retailer in particular. Unfortunately, it's costing golfers more money than it should in order to enjoy this game. We know it's disposable income, and appreciate everyone that walks through the doors. We want to make sure you get your money's worth. If you're on the fence or have a friend considering going elsewhere for a fitting, come in and point your friends our way. We'll make sure their experience and the equipment they choose is well worth

it.

If your bag isn't performing the way you think it should or you're just ready for something new, please [click here](#) to contact us via email, or call us at **817.595.4653**.

Everyone wants forgiveness

"Game Improvement" means exactly that

Most golfers who have an 8 – 15 handicap are fairly good ball strikers. If that's you, then our guess is your approach shots can be frustrating. Sometimes you're all over the flag. Other times you're short and possibly right. Take advantage of technology to improve your consistency.

Larger profile

Longer clubheads with larger hitting zones and stability: means the head doesn't twist on the toe and heel shots which means more consistent and accurate shots.

Thinner, faster faces

Yes, it means more distance, but crucially this also speeds the flex across a larger area of the face delivering the added consistency that means you don't come up short as often.



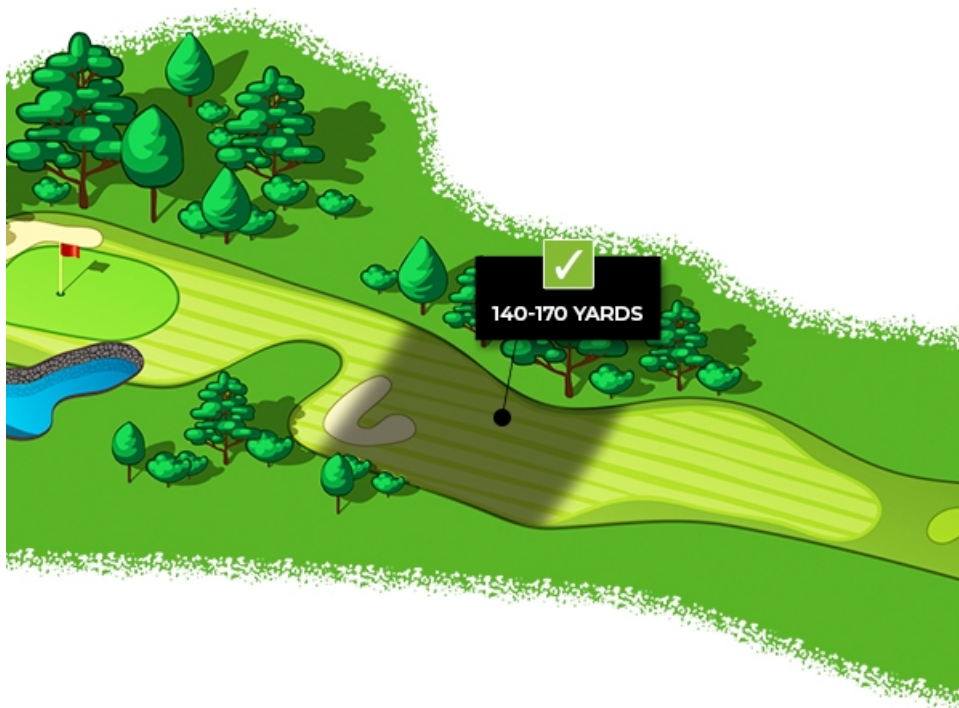
Lighter shafts

Many game improvement models will come with lighter shafts. The club is easier to control. It's also easier to swing faster.

Some offset

A little offset makes it easier to square the face at impact. You're on target more often.

If you're in the 10 – 18 handicap range then you should be looking for a model that brings you more greens hit with your #8, #7 and #6 irons. Consistency from this range lowers your score and drops your handicap. It also makes the game a lot more rewarding.



Improve your approach shots

Remember that inconsistency of ball striking can be (and often is) a consequence of irons that have the wrong lie angle/shaft length for you. Get that right, with some technology that improves the consistency of strike, and this becomes a great game.

[Contact us >](#)

The best for you

Don't settle for what you have

There's a famous saying from Dr. Bob Rotella:



*"Hit the shot you know
you can hit, not the
one you think you should."*

Great advice for when you're on the golf course in competition.
But for most golfers, the implication of that is "most longer clubs stay in the
bag forever".

Most golfers struggle with consistency when using fairway woods, hybrids,
longer irons,

and sometimes even mid-irons, so how do you apply this advice?

Do most of these clubs remain unused in the bag forever?

We have some sports psychology for you:

*"This quarter, learn to
hit a shot you can't
hit consistently at the
moment, and create
more opportunities."*



Get a better experience

By increasing the length of club that you can hit consistently from the
fairway, you change your golf game. Escape from difficult positions
becomes easier. Setting up opportunity becomes easier. Both of those lead
to a better playing experience.

Contact us >

Share



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 contact us on 817.595.GOLF (4653).

*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](#)