



## Tips & tricks

### Let's geek-out about golf

I watch a lot of YouTube videos about equipment. And, I have good reasons for doing so. Sometimes it's purely for entertainment, but as many of your longtime readers know, I'm a golf geek. I'm studying and updating my knowledge. My wife doesn't even question what I'm doing anymore. I guess if I'm staying out of her hair, it's all good. However, I'm digressing again.

I pick up my knowledge from a selective few sites. An important thing to note is that when they are giving their opinion about equipment. And, that's really what they're doing. They're giving their impressions about equipment that in almost every case, they have not been fit for. They're sent a driver, 7-iron or whatever club it is, and will give their insight on what it does and their impression of it. Then you're supposed to click or comment your thoughts and come back next week for more reviews.

I admit, it's not a bad way to get traffic to your site. We might even do it eventually. But there are more than a few issues that are being ignored.

None of these clubs have been fit to your need. I hate to say it's a marketing thing, but in many ways it is. That's why companies send out demos to them, and they race to be the first one to review them. Some reviewers are over-the-top positive, others are so critical, they can make a company feel they wasted their time and efforts to develop new equipment because it certainly can't be better than their last version.

## Choose equipment that works for you

But one thing is certain, it's all up to you and on what you want to try out. If you really want an honest and objective opinion of what might fit you, come into the store and see what works for you. It might be from one of the main brands like TaylorMade, Titleist or PING, or one of the many exotic Japanese brands we carry. No matter what we fit you with, it's going to work. And, you will be free of all the marketing.

## Practice makes perfect

*I admit that I can't see myself playing anything remotely like a game improvement set. I feel that if anyone practices enough, they can hit anything, and those big irons can stop improvement. Am I approaching this the wrong way?*

*- G.J.*

## A lesson learned

I've learned many lessons in golf. One was to not criticize what's in someone's bag. Another is to remember it wasn't my money that purchased them. But one thing I know for sure is to play what works. Golf is not life or death (maybe to some it is). But as a guy who used to wear body armor, golf isn't that important.

## What kind of player are you?

Many years ago, I wrote about a friend who is a bona fide scratch golfer. He uses a bag with hybrids, down to the 7 iron. He has two holes-in-one with those hybrids; and has taken quite a bit of money from unsuspecting blade users that think he's an easy mark. Golf should be fun, and you should use whatever you need to use to promote fun. Not everyone is a scratch who plays blades. I'm neither of those. But, I'm glad if you're one of those guys. I'm ready to hold a barbecue when I break 90 on occasion. At the end of

the day, play what works. If blades help someone get the ball in the hole faster, then that's awesome. Game Improvement clubs exist for me and many people out there to get some help with the game. Golf is hard. Use what you like and what works, no matter what it is.

*And for the record, I wish I had the game for blades.*

Whether you want to play a bag full of hybrids or some blades, give us a call at **817.595.4653** and schedule a fitting. Whatever fits your game, we'll make sure it fits properly!

[Contact us >](#)



## Looking for a new swing in your step?

### TaylorMade P790 Black Irons

*"P790 Black delivers forged feel with breakthrough distance and forgiveness in a sleek, all-black finish. The new appearance brings out the soul of what P790 truly represents by creating look and feel that inspires an aggressive mindset, enabling the boldest of players to attack the course with confidence."*

*- Tomo Bystedt | Sr. Director of Product Creation*



## Srixon Z H85 Hybrid

*"Our most advanced line of Hybrids yet, the Srixon Z H85 features a larger, more forgiving profile for more confidence from the tee or fairway."*



Looking to upgrade your bag? [Contact us](#) and we can kit you out.


# Revealing the lie

The key to accuracy is flawed?

We suspect that you all realize that the lie angle on your irons is of paramount importance to your ability to hit solid and accurate approach shots.



You may even have read the research that reveals that for every 1° your lie angle is too flat or upright, you'll be 10 feet wide of the target with a perfectly hit #5 iron. So you'd appreciate why we're alarmed by some research we did ourselves. The standard lie angle for different brands is different!

<b>Brand 1</b> <b>#7 iron</b>  Lie angle 62.5°	<b>Brand 2</b> <b>#7 iron</b>  Lie angle 63°	<b>Brand 3</b> <b>#7 iron</b>  Lie angle 62°
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That's right, the first three models we checked (all game improvement models) from three different brands, all had different standard lie angles! That means you might be standard with one model and 1° upright with another.

### Every purchase needs a fitting

No one should buy golf equipment (any golf club) without a fitting. As this research shows, even for the most important component of an iron; the part that controls accuracy; it's critical to get fitted for your swing AND the model being selected. Make it easier to hit better golf shots.

[Get fitted >](#)

# A better life for them

## You didn't grow up like this

Does the way children grow up today worry you? How radically different is their childhood and teens to that of just 20 years ago?

*School seems  
more intense.*



*At home, they're still  
connected to everyone else.*



*Then it's off to play  
computer games.*



Children have to be digitally literate, but they also need to invest in movement and athletic ability, their health and well-being, and their interpersonal skills.



**Let us add balance to their lives**

Have your child enroll into one of our group sessions to learn to play golf, and we'll have them outdoors, interacting, learning new skills, and having a whole lot of fun they can take out onto the golf course. They won't stop playing computer games, but for a couple of hours each time we'll have them off the phone, out from in front of the screen, engaging in fun activity.

[Contact us >](#)

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