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## Make golf a habit in 2020

Apparently, we don't really commit to "resolutions" anymore. We're supposed to develop "good habits".

OK, then how do we inspire you to make regular golf a habit then? There are two ways that have nothing to do with the golf swing:

- Just getting out and walking and playing golf is a significant health benefit. We're not trying to sell you on extra four years added to your life.

We're trying to sell you on the basis that 'you'll feel better now!'

- Connections. The world needs more real, physical, social connections. Being with friends. Making new friends. Being a support to someone else. Enjoying the support of others. When people are together, the world is a much better place.

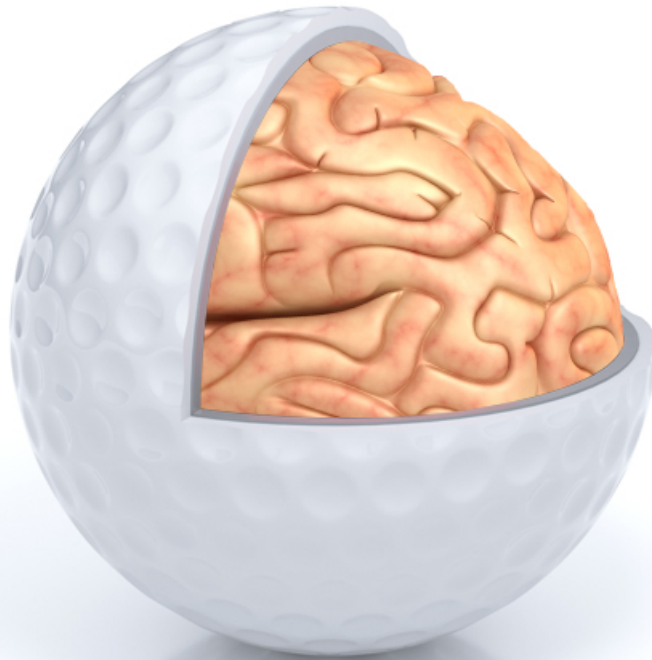
[Contact us](#), and we can help you make golf a habit in 2020.

## Your ball. Whose mind?

Does it have a mind

*of its own?*

*It often seems like it, doesn't it?  
Everything felt right, but where's it going?*



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Your golf ball's a quick thinker. All its decisions are made in about 500 microseconds. We've discovered that a golf club that doesn't fit you has a much bigger influence over your golf ball's behavior than we thought.

[Learn more >](#)

### **You're in charge**

The setup of your equipment, the way you're delivering clubface to the ball in that one-inch, determines what happens next.

**Act on your feelings**

# *How much do* **YOU WANT IT?**

*One act, two different feelings. The act is a 145-yard approach shot. Let's assume you're here courtesy of a drive that's found the middle of the fairway.*



With perfect contact, there is a visceral sense of joy at being at one with the game; that extends into satisfaction as the ball flies high and true; and then completes with a sense of accomplishment.



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But first, there's "craving". How much do you want that feeling of joy, satisfaction, and accomplishment? If you want it enough, you'll take action.

### **Fan the flame**

Without action, there is only acceptance. Make 2020 a year to deliver on your desires.

[Contact us >](#)

## Get in touch

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