



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.

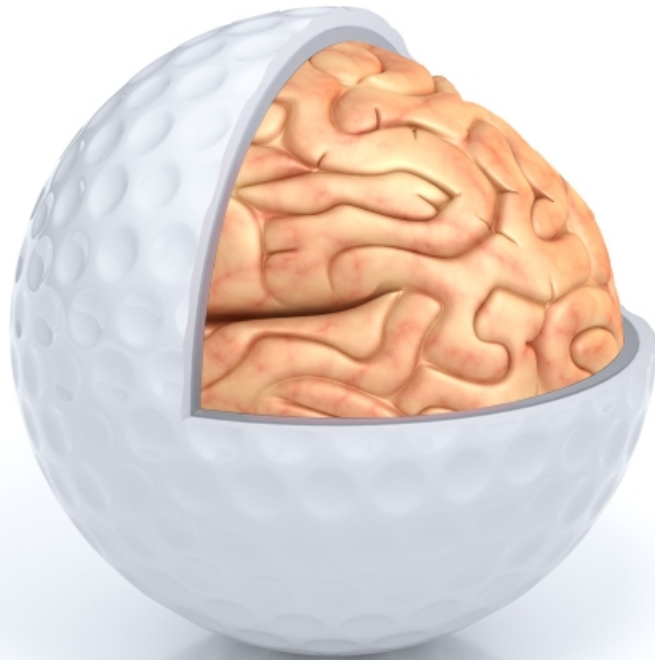
[Contact us](#), and we can help you make golf a habit in 2020.

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?*



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.



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.

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