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Monday, April 29, 2024

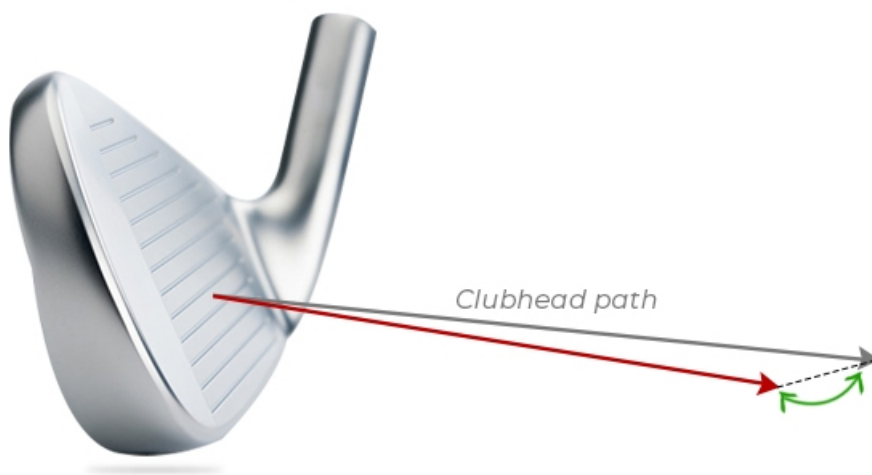
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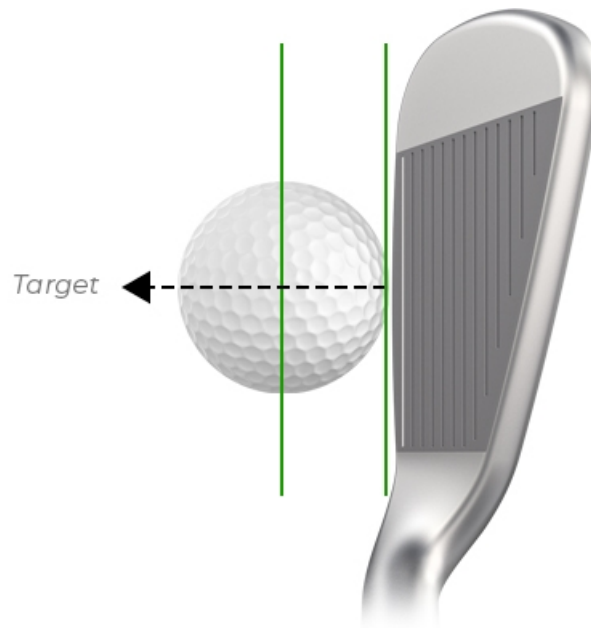
## How does your golf ball fly?



Launch monitors have revealed a lot about the science behind your ball flight. To fix a hook or slice, we used to think that in equal measure, we would need to help you correct both swing path and face angle to create a more horizontal spin axis and straighter ball flight.



But, vast amounts of data from TrackMan, has proven that 85% of the golf ball's reaction is caused by the face angle at impact. The swing path has less than 0.0005 seconds and less than an inch to influence ball flight.



### More good news

All we have to do is square the clubface at impact for less than 1 inch and less than 0.0005 seconds, and you're all over the flag.

**Act on your feelings**



*We all stand over 145-yard approach shots with hope, but that hope can be quickly traded for acceptance if shot after shot is far from perfect. And acceptance is a threat to the flame of our desire.*



If we want to sustain hope, if we want our flame of desire to burn bright,  
then we need to take action. We must take action.



## FAN THE FLAME AND COMMIT TO ACTION

Think about what it would take for you to experience the joy of perfection from 145-yards more frequently. What would it require from your game? Playing more regularly? Some practice? Fitted irons? Improved technique?

## Fan the flame, take the best action

When you get back to your golf, find time for a 9-hole round with us. We can highlight the good habits every golfer can adopt to discover more joy, satisfaction, and accomplishment in an accompanied round.

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