

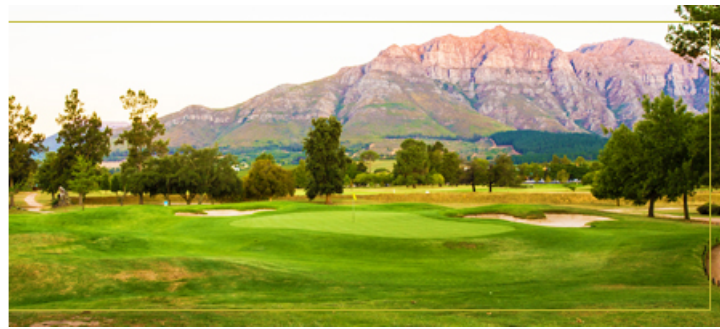
[View online](#) for a better experience

[Subscribe](#) | [Unsubscribe](#)

[Download a printer friendly copy](#)

Monday, June 30, 2025

[Club Website](#) | [www.stellenboschgolfpros.co.za](http://www.stellenboschgolfpros.co.za) | **Tel:** 021 880 0103



Dear Members, Clients and Friends,

How often do one or all of the following happen to you? - You practice diligently but your scores don't improve? Or you play great for the first 9 to 15 holes, only to completely lose it on the remaining holes? Or you feel like you've "got it" for a few rounds, then suddenly lose it? Or the classic one - you hit it just fine on the range, but on the course you wonder where your game has gone to?

Well the reason why I'm writing this newsletter at 4am due to my excitement (not due to the storm brewing outside), is that the modern coaching program which I have now implemented, can provide you with not only the answers to these age-old questions, but show you how to minimize or even prevent these things from happening in future, hereby lowering your scores consistently and bringing you the enjoyment and reward you deserve.

Ironically, the lockdown provided me with the time I needed to develop and launch this great program. One characteristic of our club is that it is always at the forefront of modern approaches, and this now also applies to coaching.

I believe that discovering your game by learning on the golf course can be

transformational, both in terms of game improvement and also for your enjoyment of every round. Here's a brief introduction to an exciting future:

***Simplifying the game - golf does not have to be that hard!***

I'm committed to showing you how to have more fun and enjoy lower scores **without constantly rebuilding your swing.**

***Personal improvement plans, guaranteed results***

After going out on the course and observing you play, I will do an assessment and provide recommendations that guarantee your goals will be reached (with your co-operation!). A big part of the path to this success will be my showing you how to **make your practice sessions as purposeful as possible**, so that your new skills will transfer to the course and to your game.

***Let the golf course be your guide***

After many long hours of study with some of the brightest minds of our game, I've realized that hours of banging balls on the range is not nearly as effective as **learning to play better by playing the game on the course.** This is no longer just a theory and it's why 50% of the program's time will be spent on the course, in a setting that resembles a regular game of golf.

Sure, we all know that poor swings can lead to poor shots. But now it's clear that bad decisions lead to many more poor shots than do poor swings. So while I will still be working with you on your technique, I will also be showing you how to lower your scores and have more fun by introducing **simple, straight forward keys** to more effective, strategic play. This vital element for improvement unfortunately gets overlooked too often due to logistic reasons.

***Experience a more satisfying game***

There is so much more to follow, and I am excited to be able to share my enthusiasm and newfound coaching skills with you. Please **let me know** how this sounds to you, and think about how, together, we can resolve some of your long-held frustrations.

To end off, all I can say at this early stage, is that I am already hearing all the things that any coach loves to hear - here are just two examples out of many more, from students who have already begun to enjoy themselves more:

*"Thanks Erich. Very excited about the new system that makes so much sense. And getting ones score and handicap down makes the game so much more enjoyable. Take care. Niel." - Niel van Staden*

*"Hi Erich, vandag, na net my 3de keer terug by die klub, het ek al baie meer selfvertroue. Dit is vir my baie lekker in die groep en op die baan, en ek kan regtig al sien dat die nuwe manier en aanslag met die coaching vrugte gaan af werp. Ek is nou sommer weer baie meer lus vir gholf! Lekker aand vir jou."*

*"Hi Erich, today, after just my 3rd time back at the club, I have much more self confidence. The group and course setting is very enjoyable for me, and I can already clearly see that we will be picking the fruits from the new coaching approach. I just want to play more golf now! Have a good evening." - Linda Niemann*

What more can I say, it's these things that are waking me up at 4 in the mornings already wanting to come to work!! And the best part is that the really awesome results are still to follow as its early days yet!

### ***Let's talk***

I'm totally rededicated to your success, so now it's time for you to experience a new, clear path forward. I guarantee that you'll accomplish more than you ever thought possible. I'd love to sit down with you personally, listen to what you need and answer your questions, so be sure to [reach out soon](#).

Until then, here's my guarantee to you: I'll be there in support every step of the way and I will not let you down.

Finally, please see a request from your fellow golfers regarding our bunkers, as well as a little introduction on purposeful practice and standing in the way of your own potential, two factors at the heart of any effective coaching

program.

Keep it on the fairways and keep safe (and warm!),

**Erich**



### **An appeal from fellow golfers**

We would all love a great lie in the bunker, so we kindly request all players to make the effort to ***even out your divots and foot marks*** in the bunkers as best you can in order to keep the experience a memorable one for everyone.

## Practice with purpose

### What skills could you improve today?

To add more value to your range sessions, choose a skill to be your primary focus for the day. It's more valuable than ploughing through 100 balls with your driver and #5 iron. It gives your practice more purpose.



*Is it hitting more shots on line?*



*Is it being able to hit fairway woods consistently off the deck?*



*Is it control of distance with your wedges?*

Improving how you practise can make your time on course more fun.

When we see you again, let's talk practice, or we could also

[Start a conversation now >](#)

Fast is the new normal



*Next time you're back on a golf course, decide to experience better. Now we know what a privilege every moment, every step, every shot, is out on the course, let's enjoy that time to the fullest.*



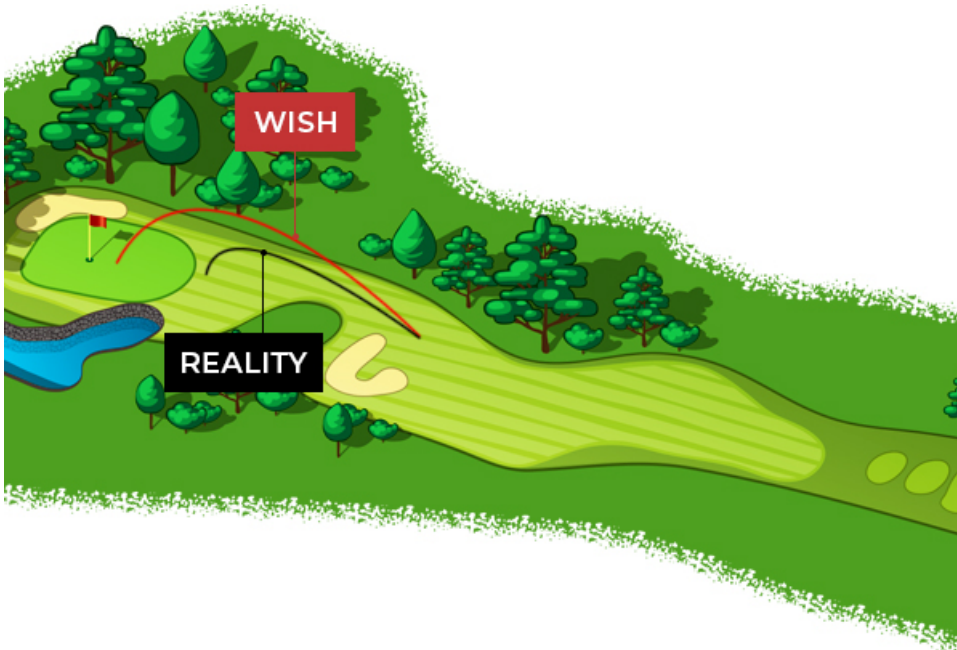
The Srixon Z-STAR offers distance and feel – just what we all want.

[Read more >](#)



## Know your game Was it ego?

Your ball is soaring high and straight on line towards the flag. You swivel the iron in your hands with satisfaction. But it lands short. You're shocked. It's a still day, there's no elevation difference, what went wrong? Ego could be the culprit.



*Many golfers base their carry distances on a perfect strike, rather than how they USUALLY strike the ball. And because of that, they often take too little club. Knowing how far you hit every club is going to save you shots, and shocks. If you're unsure about your true carry distances, then when we next see you, let's talk about it, or*

**Start a conversation now >**



## Get in touch

Call 021 880 0103 | [Contact us](#) | [Visit our website](#) | [Visit us](#) | [Book a lesson](#)  
| [Book a fitting](#) | [Book a round](#) | [Leave a review](#)

## Follow us



*This mail was sent to {{contact.contact\_email}} by Stellenbosch Golf Club and is provided as a service for the members and guests of Stellenbosch Golf Club and has been supported and sponsored by advertisers in this email and our partner suppliers.*

*For any queries contact us on 021 880 0103.*

*Sent on behalf of Stellenbosch Golf Club by*

*RetailTribe: Unit 8 | Blaauwklip Office Park | Stellenbosch | 7600 | 021 880 2693*

Trouble viewing this newsletter? [View it online](#) | [Download a printer friendly copy](#)

[Subscribe here](#) | [Unsubscribe here](#)