

# COLLABORATE

[www.proponent-group.com](http://www.proponent-group.com)

## PGA Show Speakers To Cover Wide Range of Business and Teaching Topics

The 2014 PGA Merchandise Show is less than three weeks away and our line-up of world-class presenters is now complete. We are very pleased to announce the addition of Golf Magazine Top 100 Teacher **Dom DiJulia** of the Dom DiJulia School of Golf in New Hope, PA. DiJulia will round out a diverse afternoon of Live Lessons on **Tuesday, January 21st** as he'll be joined by **Andrew Park**, Director of Instruction for the David Leadbetter G.A. and **Andrew Rice**, Director of Instruction at Berkeley Hall in Bluffton, SC.

Our Live Lessons session will be held at the Mike Bender Golf Academy in Lake Mary, FL beginning at 1pm and will include a Demo Day and Cocktail Party from 4:30-6:00pm after the conclusion of the Live Lesson sessions.

On **Wednesday, January 22nd** we move to Room W109B at the PGA Merchandise Show for a full day of presentations covering a variety of topics that will grow your teaching skills and improve your business opportunities.

As in past years, these fast-paced 50 minute sessions will begin at the top of each hour starting at 9am and will continue all day. If you sign in during each presentation, PGA and LPGA members will receive education credits for attending.

The schedule of times, speakers and topics will include:

**9 am:** New Proponent Group member **Bobby Clampett**, long-time PGA Tour competitor, television commentator and founder of Impact Zone Golf will discuss **The Ideas Behind Impact Zone Golf**.



Top Row, Left to Right, Dom DiJulia, Andrew Park and Andrew Rice will be the featured instructors during Live Lessons day on Tuesday, January 21. Wednesday's seminar sessions at the PGA Show include presentations from (bottom row, left to right) Bobby Clampett, Mic Potter and Trillium Sellers.

(Continued on page 2)

### INSIDE THIS ISSUE

**PAGE 2**  
Bombka Promoted, Compensation and Operations Survey Underway

**PAGE 4**  
Marketing: How to Market and Upsell with a New Student

**PAGE 7**  
Lorin's Column: It's Time to Fight Back Against Misleading Equipment Advertisements

**PAGE 8**  
Partner Profile: Eufii Becomes Our Newest Partner Company

**PAGE 9**  
"What I've Learned": Martin Hall of Ibis G. & C.C.

**PAGE 12**  
NEW: Members' Guide to Publishing Your Own E-book

**PAGE 15**  
Member Milestones: Congratulating our Recent Award Winners


 Proponent Group  
 The Premier Network of Golf Instructors

## PROPONENT GROUP NEWS

# PGA Show Week Complete Schedule: All Events are FREE

(Continued from page 1)

**10 am: Mic Potter**, Head Coach of the 2012 NCAA Champion Alabama Women's Golf Team will share his thoughts on **Succeeding in Collegiate Golf: How to Help Competitive Juniors Prepare For the Next Level.**

**11 am: Mike Bender** and **Cheryl Anderson**, both instructors at the Mike Bender Golf Academy, and **Peter Sanders** of ShotByShot.com will expand upon a recent article in Golf World magazine about the growing reliance by Tour professionals on deeper statistical analysis of their games and how you can better **Use Statistical Analysis to Create a Competitive Advantage** for your students.

**11:50 am:** Members' AmEx opportunity announcement.

**1 pm: Jef Carr** of Swing Catalyst and **Bernie Najjar**, Director of Instruction at Caves Valley G.C. delve into **Balance and Weight Shift Data: Tour Players vs. Amateurs.**

**2 pm: John Bryan** from U.S. Kids Golf will explain **The Importance of Proper Clubfitting in Junior Golfers' Swing Development** and tips for effectively fitting young golfers.

**3 pm:** Member **Trillium Sellers**, Teaching Professional at Chevy Chase (MD) C.C., who recently completed her masters degree at Columbia University, presents **A Framework for Teaching All Motor Skills Including the Golf Swing.**

**Thursday, January 23rd**

**Room W109A at PGA Merchandise Show  
9-11 am**

**Marketing Workshop hosted by Retail Tribe**

Ian James, CEO of Retail Tribe, will conduct this session. You don't want to miss this opportunity to spend some time with one of the top worldwide marketers in the golf industry.

**1-2:30 pm**

**Associate Members Meeting**

**Taking the Next Step in Your Career**

All Proponent Group Associate members are invited. This session will focus on a variety of issues facing younger instructors who want to understand all of their career options.

**3-4:30 pm**

**Academy Owners and Managers Meeting**

This session is designed to tackle those business and staffing issues unique to owning a full service academy and to identify areas where Proponent can be more helpful to your specific needs in the coming year.

## Proponent Group Promotes Lori Bombka to Operations Manager

**Lori Bombka** joined Proponent Group in May 2012 as we were beginning our transition from New Jersey to Orlando, Florida. She has been a major reason we had a successful re-launch in 2012 and she has quickly taken on more and more responsibilities as the company continues to grow.



**Lori Bombka**

Effective January 1st, Lori has been promoted to Proponent Group's Operations Manager. She now oversees much of our book-keeping and database management, daily website updates and maintenance, our master calendar, event planning including our annual summit and many other duties that have made this promotion well deserved.

Our very successful recent summit in Scottsdale was Lori's first with the company and she did a fantastic job of making the event run as smoothly as any in our six years of hosting annual summits.

For those members attending the PGA Show this month, Lori will be hard at work making all of our events run smoothly. If you haven't met her yet, please take time to introduce yourself.

## Our Comp Survey Needs Your Numbers

Our annual **Proponent Group Instructor Compensation Survey** is now underway. If you haven't completed the survey yet, please take a few minutes to participate as this data is EXTREMELY important to our mission to help our members improve their earnings. This is the most important data collection we undertake each year. The survey is *completely* confidential and no one's individual numbers are ever shown to any other member or facility management.

This survey is the most comprehensive in the industry and is used throughout the year to help our members renegotiate their pay packages and benefits. Your participation is vital to our being able to help you and your fellow members whenever someone needs this critical, unbiased data. Look for the upcoming emails with the link to the survey.

## PARTNER SPOTLIGHT: SUMMIT GOLF BRANDS

Check out the Summit  
Golf Brands Display  
at the Proponent  
room W109B  
at the PGA  
Show!

# Take Advantage of One of Proponent's Finest Member Discount Programs

### Summit Golf Brands' Personal Use Program Exclusively for Proponent Group Members

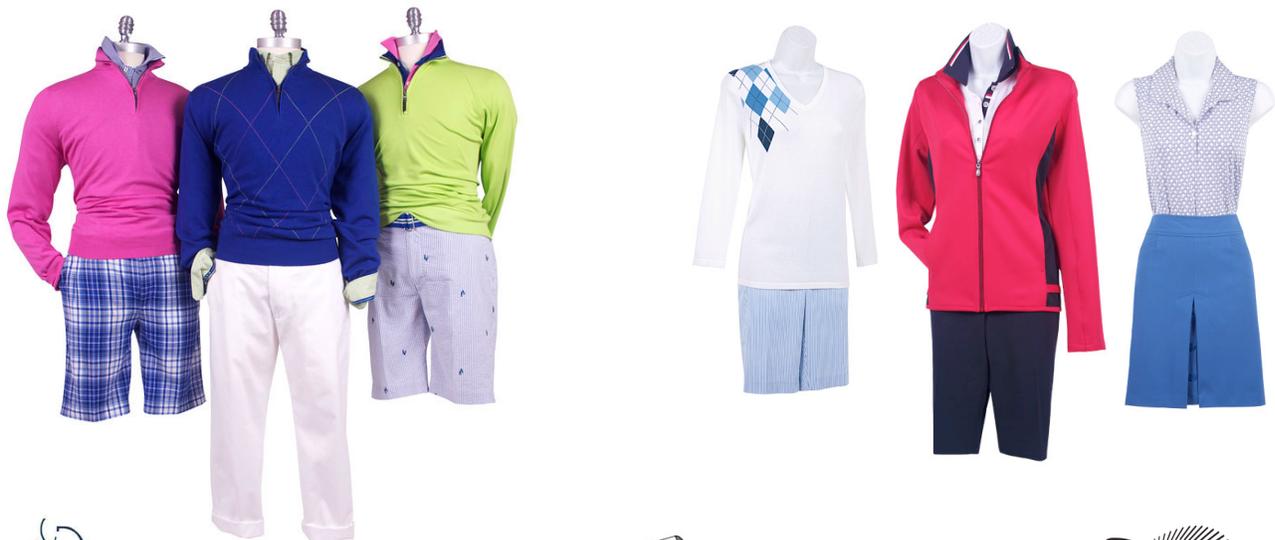
ALL current products from ALL three of Summit Golf Brands' outstanding lines: EP Pro, Fairway & Greene and Zero Restriction are available to Proponent Group Members at the following preferred pricing:

Without brand logo: **30% off standard wholesale pricing**

With brand logo: **50% off standard wholesale pricing**

To place an order: Go to the brand-specific website pages exclusively for Proponent Group members: <http://pg.fairwayandgreene.com>, <http://pg.eppro.com> or <http://pg.zerorestriction.com>. For any questions regarding your order, contact Customer Service at 855-924-2228.

If you would like to place bulk orders for outings, golf schools or other student usage, contact Customer Service for pricing information and availability.



# Using That First Lesson to Market Your Full Repertoire

By David Gould, Staff Editor

This past golf season a first-time student visited Chad Elledge's lesson tee at Meadowbrook Country Club in the Detroit suburb of Northville. A man in his 30s, the new-comer was asked in-depth questions about his background, profession, golf experience and goals for improvement. For many years, that long and thoughtful inquiry by the teacher was a mark of distinction. The best practitioners learned they should ask a lot of questions in the first encounter and take notes on students' answers. This procedure is now so standard it no longer sets you apart—teachers of all ranks tend to start this way.

Lately what distinguishes a coach or teacher is what they provide once all that interviewing is over. It amounts to a road map of activities plus a catalogue of products and services. These are delivered in a way that engages, educates and welcomes the new customer. As a faculty member of the multi-site Inner Circle of Golf academy, Elledge brings an impressive introductory tool for enthusiasm building. It's Inner Circle's impressive 65-page book for new students. The proprietary, spiral-bound book is divided into sections, some of which are interactive—i.e., with notebook-style space for the student to self-evaluate and record performance stats.

"We desktop-published it," says Elledge, who is quick to point out that wisdom from many sources is quoted and credited in the book, including a stretching regimen by Scott Fedisin of Sea Island Golf Club and plenty of Vision54 on-course training plus excerpts from Dr. Rick Jensen's writings, among others. "It answers the question of what this golfer would need to do to significantly improve," Elledge says, "and it answers the question of what is in our menu of services and how do those services deliver value that is well worth the price."

Think about it: The new student may know you by reputation or as a friendly face around the golf facility—but they don't know what happens on your lesson tee when the learning process begins, or what awaits them down the road. As golf instruction abandons the half-hour slice-fix and moves toward a long-term remake of the golfer's performance on the course, that first lesson gains importance. The book Elledge and his Inner Circle colleagues hand out carries the obvious benefit of outlining credentials. Elledge, for one, needs a place to explain that he is a Level 3 TPI Golf Fitness Instructor, a TPI Level 3 Junior Coach and a TPI Level 2 Golf Coach, among other lofty achievements—including certification to teach using the K-Vest.

"The new student wouldn't know that our staff instructors will caddie for them in a tournament, and what that will cost and how beneficial it could be," says Elledge. "They don't know about supervised practice as a menu item, or all the forms of personal training we offer, the chiropractic resource we provide—in those pages we can detail that information."

The corporate buzzword for all this down-the-road up-selling is, of course, "loyalty." Eytan Abrahams of Penton Media, the venerable New York City trade-magazine company, spoke recently wrote about building loyalty and continuity with the new customer via a three-pronged approach: Welcome, Engage and Expose. That third element, Expose, would mean showcasing the range of products and benefits your teaching practice or academy offers. Without overwhelming the newbie, you are catching them at a receptive moment and talking about products and benefits that they may wish to upgrade to.

These points were made during a business forum that discussed an interesting goal for businesses: Treat your active customers like prospects. Mainly that's a matter of bringing consistent energy and a belief that your business

**Lately what distinguishes a coach or teacher is what they provide once all that interviewing is over...These are delivered in a way that engages, educates and welcomes the new customer.**



offers multiple valuable ways for them to benefit. In the case of golf instruction, that means many ways for students to learn golf technique, train their bodies, grow as competitors and make golf a positive part of their lifestyle.

Obviously, first-time customers come in different varieties. At a private club, the teaching professional could be acquainted with most, if not all, the members. Therefore when a member makes their first commitment to the instructor's learning program, it will be important to address potential assumptions the student has about what is or isn't offered and how the experience will go. Likewise, there are now many first-timers to golf instruction who are entering via the Get Golf Ready or First Tee player-development programs. When you are applying the expose-and-showcase technique to these golfers, you will need a condensed, simple and easy-to-understand version of it.

Then again, keeping things simple and understandable is part of the latest thinking among loyalty-program designers who advise big companies. Sarah Robinson is one of those experts, author of *Fierce Loyalty: Unlocking the DNA of Wildly Successful Communities*. From that book title, it's clear that Robinson stresses making new customers feel like they are part of a like-minded group—in golf that may apply strongly to non-elite juniors and adult female beginners.

The first step in that effort, Robinson writes, is to make your relationship with loyal customers a personal experience. That's easy advice to follow for golf coaches—interacting face to face with energy and a personal touch is what the job is all about in the first place. Just remember that the student isn't getting this experience elsewhere very much, so build on that benefit and take credit for it. Likewise, create upsell golf experiences that deepen the community feeling, including expeditions beyond the golf facility. Robinson also advises engaging the less sophisticated customer—for example, that Get Golf Ready lesson-taker—with a loyalty program that provides “member benefits” right away. She cites a shrewd strategy by Omni Hotels, saying “Most hotel loyalty programs require you bank a ton of stays before you get any benefits. Not Omni. The minute you sign up, you get free perks.”

Other loyalty and repeat-business experts make a strong point about the new customer's “path” through your operation. To welcome in a way that gives you a stronger chance they'll be loyal and open to purchasing services like playing lessons, clubfittings and specialty-shot clinics, get them comfortable with the personnel who will be part of their experience, from the golf shop counter people all the



**Without overwhelming the newbie, you are catching them at a receptive moment and talking about products and benefits that they may wish to upgrade to.**

way to outside operations workers who might be ferrying them to the range in a golf cart.

That advice comes from Eloqua, the branded marketing component of computer giant Oracle, which then adds: “Show the customer where they're headed with your company in the short- and long-term, exposing them to other products.” It's excellent advice that cuts across industry boundaries.

Proponent member Adam Smith, who has served the member-only Salisbury Country Club in Midlothian, Va., since 1998, has a student guidebook similar to Chad Elledge's, although Smith's is in itself an upsell, priced at \$19.95. Of the approximately 60 new students Smith worked with in 2013,

about 10 of them purchased his guidebook. That's a pretty fair hit rate, however, given that Smith's upsell works only when the student is willing to not just part with money but commit themselves to a fairly ambitious fitness regimen.

“Convincing people to come back is the golf instructor's job, on the day of that first lesson,” acknowledges Smith, who has a skill-by-skill pathway for the new golfer to follow. It itemizes isolated activities such as holing short putts, escaping from on-course trouble and the like. But the big commitment of a Smith student is toward “training the body for golf,” something he has helped build his considerable reputation on.

Craig Renshaw, a Proponent Group member based at the Legacy Performance Center in Scottsdale, Ariz., has not yet put together a structured, formal approach to loyalty-building or promotion of a service menu. However he does use an organic, perhaps “narrative” approach to marking progress and reminding the student how far they have come. “That's one strategy for developing the person within your teaching practice,” Renshaw comments. “Six months into their work with me, I'll have a student moaning and groaning about missing a 130-yard pitch shot 20 yards left. For both our sakes that's the moment where I ask them what they did on that shot when we first got together—the answer is, they skulled four out of five.”

Renshaw calls the interaction with his students “the only time when I'm not a control freak,” saying he relies on the natural flow of the relationship to find its proper course. Still he mentioned the value of at least a basic tool for “laying out what's possible when you begin work” with a newcomer. For his part, Chad Elledge recalls a great first lesson last summer with a 40-something businesswoman that “never led to any further sessions, because she just had one problem at the time, around preparing for a business golf event, and we fixed it.” Doubtless that type of speedy service and success earns loyalty of a different sort.



# Now You Have **FOUR** Ways to Find Answers to All of Your Business and Career Questions

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### Our Unique Members-only Website

Access to more than 100 presentations from the top industry experts and world-class instructors whenever you need it, only on our members-only website. Plus, more than a dozen business templates and guides ready for downloading at any time.

### Our Member Mentors **\*NEW\***

Tap into the combined knowledge of nearly 100 of our members who have offered to assist fellow members by sharing their expertise in dozens of relevant topics. Just find your topic of interest and contact those listed for advice to tap into our membership's shared wisdom.

### Our Private Facebook Group

Ask our Private Facebook group of nearly 300 Proponent members your questions and you'll get answers from your peers across North America.

### Our One-on-One Consulting

Call our office anytime you need help with a career or business-related issue. We talk with half-a-dozen members or more each day and provide recommendations and advice in dozens of areas that can affect your bottom line.

**Log on to [www.proponent-group.com](http://www.proponent-group.com) or call 407-878-1235.**

## STATE OF THE INDUSTRY

# It's Time to Fight Back Against Equipment Ads



By Lorin Anderson, President

I just read yesterday that only 8 percent of New Years' Resolutions are actually followed through. Come on people, we can do better than that! Let's make it a Proponent Group resolution to increase golf instruction participation from its anemic 10-15 percent rate by doing a better job of educating golfers that they will have more

fun if they play better AND that their best route to playing better is professionally dispensed guidance.

There is no one single reason why the vast majority of golfers didn't take any formal instruction during the past year. Sure cost and access to quality instruction hinder some golfers in some locales, but how many golfers bought a new driver or set of irons last year but didn't take a single lesson or even attend a free clinic at their home course? How many golfers paid thousands of dollars in dues to be club members and never took a single lesson? How many golfers didn't take a lesson last year because they felt insecure or intimidated? The number of golfers included in these answers total in the millions.

So how do we change the thinking so that golfers invest more time and money into quality instruction? There are two simple areas where every instructor can do a better job: **Education** and **Sampling**.

Education is the first critical step. When telling the story about how to improve one's golf game, instruction has been drowned out by equipment. More than \$600 million is spent just by the five largest golf equipment manufacturers each year to tell golfers that buying new equipment is the key to improving their games. The total spent on

national promotions for golf instruction is likely less than \$10 million (It's so small no one even tracks it). Therefore, it is imperative that instructors and facilities consistently remind golfers that the most effective route to improvement starts with quality instruction.

For example, continually spotlight the tournament winners who work with you on a regular basis, highlight your new technologies and techniques for creating improvement and showcase the typical gains made by those in your longer-term coaching programs.

The other half of the equation is to provide samples of your instruction capabilities in a non-intimidating setting.

Consider the marketing budgets for major corporations. They often spend well over 10 percent of their revenues on promotions. Since few instructors spend significant cash on advertising, think of free or heavily discounted samples as a significant part of your marketing budget. *Don't be afraid to give away an hour or two each week with targeted sampling programs that will drive new business.*

A few examples might include: A free lesson for each new member when they join your club or a free Get Golf Ready class for non-playing spouses or, maybe, free instruction for all kids 7 and under in a weekly clinic setting to drive more participation in all of your junior programs. You'll know which options make the most sense at your facility, but remember what Godiva has known for decades: If someone tries a free piece of chocolate and they like it, they often end up buying the whole box.

The goal is to create a growing pipeline of new lesson-taking customers and to engage entire families in improving their games and using the facilities more at a time when participation continues to erode. I believe that more engagement in instruction is critical to reversing this trend.

### Our Proponent Group Partners:

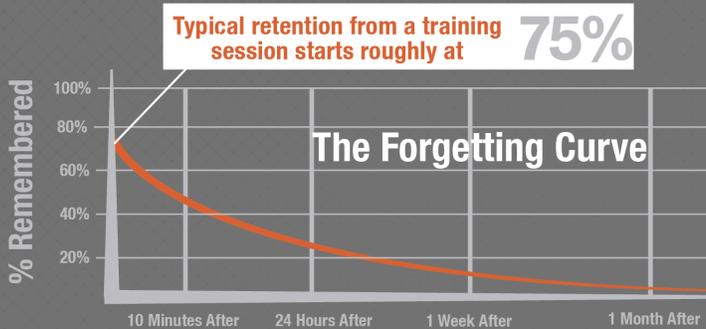


## PARTNER SPOTLIGHT: EDUFII



Edufii is the cloud-based coaching platform and collaboration network that enables golf Coaches to create and share personal, online TrainingSpaces with their Athletes. Edufii brings people, training, and technology together to enhance retention, maximize skill development, and produce better outcomes for Athletes and Coaches alike.

According to authors and researchers it takes 10,000 hours to become a MASTER / CHAMPION of a particular skill. We also know that quality repetition is what that 10,000 hours should consist of. However, a lesser known study is the Ebbinghuas "Forgetting Curve", it simply states that we forget roughly 40% of what we learn almost immediately, and without review we forget more over time.



Understanding the "Curve" clearly points to a huge problem, how the heck are we supposed to have quality practice if we can't even remember what we're supposed to do, or how to do it. The question we've been asking ourselves here at Edufii is, "Why are Coaches & Athletes 'OK' with 10,000 hours and forgetting most of what they learn?"

### By Coaches for Coaches: Here's what the Experts are Saying

"Brilliant! Finally, someone has developed a simple, accessible collaboration platform where a coach, or multiple influencers, can engage an athlete to bring the coaching process full circle."

**Martin Chuck, PGA - Tour Striker Training Products - Tour Striker Golf Academy**

"Loving Edufii and am absolutely SOLD. I'm very excited about where you are going and I've got to tell you that the platform is so good that I keep wanting more."

**Mary Ritchie, LPGA, D1 Coach**

### From Forgetting to Remembering... How Champions are made

Edufii's TrainingSpaces make it easy to capture technique, drills, and recaps with videos, photos, audio and text captured at the practice tee, on the course, or in the gym. Feedback from leading training aids and technologies can be easily imported as well. This actionable information is instantly saved, catalogued, and shared with Coach, Athlete, and Support team (ie. Parents) to optimize the skill development process.

### Make Tech Work for You

By providing a centralized ecosystem for skill development, Edufii makes Coaches and Athletes significantly more effective in achieving their goals. TrainingSpaces are accessible from any iPhone, iPad, or web browser. And Edufii's open API connects the best of Coaching tech, email, text messaging, video analysis, YouTube & Facebook in a single software platform.



"I recently spent well over 100 hours hacking together a Dropbox based solution to my pain as a Coach. Edufii is like Facebook on steroids for Coaching!"

**John Perna, Owner/Lead Coach; The Players Service**

## Your PGA Show Checklist

### 1 Sign up for the Private BETA

We're in the final stages of previewing Edufii with the most influential academies and coaches around the world. Try it for yourself ... join the Private BETA by visiting our website ([www.edufii.com](http://www.edufii.com)) and requesting an invite. Or email us at [info@edufii.com](mailto:info@edufii.com)

### 2 Get a live demo at the Bender Academy

We'll be running a live demo at the Demo Day event at the Bender Academy on 1/21. We'll be there to show you how Edufii works in a real-world teaching environment.

### 3 Visit our booth 3635 at the PGA show

Edufii will be sharing booth 3635 with Malcolm DeMille Inc. (Trophies of the Champions). Visit us for a personalized consultation for your coaching academy or business.

[Request Your Invite at Edufii.com](http://www.edufii.com)

# What I've Learned: Martin Hall

## Ibis Golf & C.C., West Palm Beach, FL

Interview by Paul Ramee, Jr.



**Martin Hall has 30-plus years of experience as a golf professional, competing in tournaments on the PGA European Tour before pursuing a teaching career. His base of operations is the learning center at Ibis Golf & Country Club in West Palm Beach, where he serves as head of instruction. The winner of numerous awards for his teaching prowess, Hall was named 2008 National Teacher of the Year by the PGA of America.**

**Recognized as a Master Professional of the PGA of Great Britain, where he began his career, Hall is a fixture on the GOLF Magazine list of America's Top 100 Teachers. He has been part of the Golf Digest Top 50 Teachers since the inception of that rating system. He reaches a vast audience through his on-air work with Golf Channel, which has featured Hall on its airwaves for years. It all adds up to a life spent exploring the possibilities of on-course potential and studying new ways to train and coach golfers intent on reaching it. Recently, Martin and Paul Ramee put their heads together to explore that journey. Here's the edited transcript of their discussion:**

**Martin, since we last spoke in 2009, you haven't let a lot of grass grow under your feet. How about providing us with an update.**

I would say that I have used the last four years to try and get better at everything I do. That's a general statement. As you might imagine, using technology more effectively has been a focus.

**What kind of technology, in particular?**

I have been emphasizing 3D Advanced Motion Measurement, which has a very steep learning curve. It took me three years to get a handle on it and there were so many question marks along the way. But I feel I have learned a lot and in the end AMM has truly helped me in a research capacity—if nothing else it has given me a much better sense of what the hands and wrists do in the golf swing. It's a great tool, once you get used to it. Early on I was close to the throwing the whole business in the swimming pool.

**How does 3D Advanced Motion Measurement fit into your tech arsenal?**

I own a FlightScope, a TrackMan and Foresight as well. They are all great and I actually use them for different purposes. I use Trackman for clubfitting and FlightScope to find out what the ball is doing. I tend to use Foresight indoors.

**So, the more tech you have, you better the teaching—would you say?**

Actually, no. You really have to be careful with technology. You can paralyze people. They get into the habit of looking at read-outs and want to know what the numbers are on every shot. I have moved to a stage now where I teach without the device on. I can look at the ball flight and know what the device would have told me to a great degree.

**Have we gone too far with technology?**

Not yet, but we have to watch out. The younger professional needs to be reminded that teaching golf is also an art. If you were able to spend time around guys like Jim Flick, Manuel de la Torre and Bob Toski you would never lose sight of that, but if you didn't it has to be pointed out. Golf has been blessed by people who were great teachers without all the technology.

Newer teachers need to avoid using too much science and simply throwing numbers at people. They have to become adept at blending the numbers with the art of teaching.

**Talk about your television show and how it came about.**

Golf Channel had a contest and I had done some work on the network, but I really did not want to be involved in a talent search. I felt like I would be auditioning for "American Idol" and decided that I was not going to enter.

But the producers called me and told me I was already on their short list because I had done some work for them in the past. It came down to three of us, who each shot a pilot. A panel of Golf Channel viewers screened the shows then cast a vote. My pilot won.

**So you win the job, and all that's left to do is produce the episodes, correct?**

I will tell you, and Michael Breed can attest to this, filming a show is not at all easy. I have had teaching pros come up to me and



Martin Hall has been helping golfers of all levels at his base at Ibis G.&C.C. for nearly 20 years.

talk about filming two-minute segments for local TV broadcast. They are very positive about the opportunity and the experience, as they should be. But the difference between that and shooting a 30-minute show is enormous.

On the Golf Channel set I have two voices talking in my ear and one starts to count down, “15 seconds until a break, 12, 9, 6, 3, finish” and meanwhile I am trying to wrap up my chain of thought. There are five different cameras, and you better be looking into the right one.

Even if you nail what you are supposed to do, sometimes the technology does not work. All in all, a half-hour show probably takes up 20 hours of my time each week, between the phone calls, writing, travel and whatever else.

**After a while you must hear those voices in your ear, even when you're off the set.**

Not quite, but you are close. On the positive side, the TV production process has really helped me to crystallize my thinking when I am presenting information. After three years I have a lot of notes to help me write a book.

**Were you a natural in front of the camera from the start, or did you have jitters?**

The worst point of it all was filming the sixth and seventh shows, which were scheduled to feature Tom Watson and Nick Faldo, respectively. My wife and I rode up in the car to Orlando for the session and I was feeling anything but confident. At one point I told her I would prefer to head back home and get back into bed, I was so terrified. One way or another we kept going to the studio, and in hindsight those were two very good shows.

**Are you happy with the direction of the show?**

Yes, I really am. Golf Channel just decided to expand it from a half-hour to an hour. It is a program that has been developed to talk to the 15- to 20-handicapper. Going forward I am going to try to dedicate some time to give back to the tournament golfer. As I look back to when I played tournament golf, had there been a show or segment that could assist me in preparing to play tour-



**Martin Hall, on the set here with Holly Sonders, enters his fourth year as the host of School of Golf.**

ament golf it would have been most appreciated. So, this will give me a platform to share what I have learned on my journey.

**Are the skills that this medium requires any different than what you imagined?**

I would answer by mentioning how strongly influenced I was by a recent story on the comedian Rodney Dangerfield. Before reading this article I had assumed that Rodney's act was very off-the-cuff. That isn't the case at all. He would go to comedy clubs and study very subtle details in the performance technique of top comics—how they walked on and off the stage, how they sat, how and when they took a sip of water. This is actually what anyone going into a new venture should do. You can learn all the content you want from the best teachers in the world, but you should also watch how they stand, how often do they speak, when do they move in and discuss something, when do they back off? These traits are worth learning.

**What challenges do you see with the show expanding to an hour?**

When you break down a half-hour show there are only 22 minutes of actual airtime. Take away the minutes devoted to an intro and there is not much time for instruction. But things open when you go to an hour format. The extra minutes will allow us an expanded opening and more time for instruction.

**Can you explain your prep time?**

I learned early on that if you are ever invited to speak to a PGA section or chapter, make sure you are prepared, because it is a privilege to get that opportunity. You might think about this axiom: “You aren't truly prepared unless

**“The younger professional needs to be reminded that teaching golf is also an art. If you were able to spend time around guys like Jim Flick, Manuel de la Torre and Bob Toski you would never lose sight of that, but if you didn't it has to be pointed out.”**

**-Martin Hall**



you are over-prepared.” Another great quote I heard was “for every word you are going to say, you need to have researched 100 words.” Only once did I go into something where my preparation was not 100 percent, and to me it was regrettable. I was presenting something I had presented a few years earlier and I was busy at the time. I gave the material a summary review and figured that once the session started it would all come back to me.

What happened was I got on stage and realized that this material was less than my best work. I don't think anyone in the audience knew, but I did and I was mad at myself. We have to prepare for what we do the way Jack, Tiger or Phil would prepare for a major.

**What else have you been doing with yourself the last four years?**

Well, due to a faltering economy I have been able to join the Medalist, which has been great for me. With fellow members like Rickie Fowler, Tiger Woods and Dustin Johnson, the range is always full of great touring pros to watch. Two or three times I have been on the range and the only other player on the range was Tiger. It has been great to be so close to these guys and watch them practice.

**What advice would you have for up and coming golf professionals?**

I would share with them the simple thought that “Life rewards action.” I can say that because my story exemplifies it. I saw a tiny ad for the Golf Digest Golf Schools in the classified pages in the back of Golf Digest and wrote to Golf Digest expressing my interest. At a later date, I called Jim Flick and got a job with Nicklaus-Flick Golf Schools and that exposure led me to Golf Channel, which led me to a membership at the Medalist, which allows me to be on the range with Tiger Woods and watch how he practices. I would encourage anyone seeking career advice: Push yourself to take action.

Another example, I was filming something with Lee Westwood and when we were done I asked him if I could come and watch



**Martin Hall spends nearly 20 hours a week preparing and producing each 30 minute episode of School of Golf.**

him hit balls. He told me he was going to Asia for five weeks but when he returned I should send him a text. So I waited about six weeks and sent him a text and two minutes later he shot me back a text and we set up a date to watch him hit balls. Two things I try and remember, “if you wait it will not come” and “if it's going to be, it is up to me.”

**What do you think about how we brand ourselves as instructors?**

I think “branding” is doing what you said you were going to do when you said you were going to do it. Basically, branding is consistency. For the young teachers a presence on Youtube and Twitter is important. In general you need a strong foundation.

To refer to another comedian, this time Steve Martin, think about his comment on building that foundation. Steve said: “You need to get so good at what you do that they cannot ignore you.”

**What are your thoughts on growing the game?**

One by one, our responsibility is to help the people who come to us get better, but I am not sure that anyone has a master plan to add a million new golfers. I think we have to inspire, entertain and get them to love the game.

**Talk to me about your creativity and how it helps you create aids and drills that help your students?**

I don't know, maybe I just see things differently than others. I never found golf to be easy and over the years developed ways for students to enjoy the game we all love. Often, I come up with a solution by asking myself, “Would there be a different way to use this?” Some of the knack of creativity is bending things to a new purpose.

**“To refer to another comedian, this time Steve Martin, think about his comment on building that foundation. Steve said: “You need to get so good at what you do that they cannot ignore you.”  
-Martin Hall**



# Proponent Member and Author Says: The Book You're Waiting to Write Can be "e-Published"

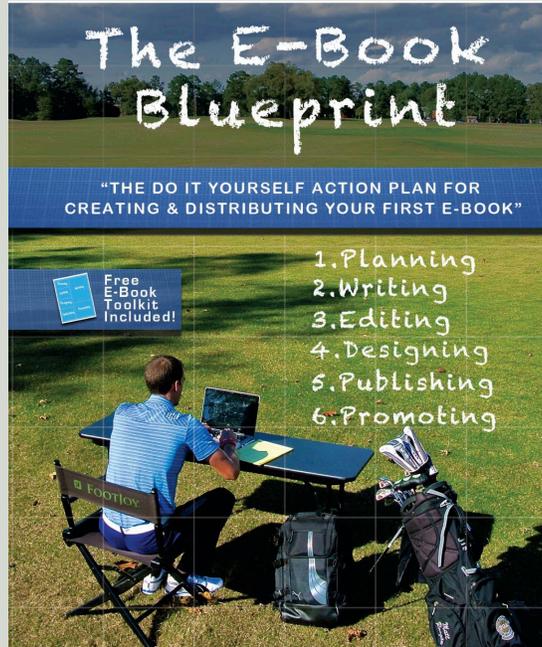
By Matt Reagan

Books on how to write and publish your own book have been around for a long time. This e-book is probably the first to offer that kind of guidance to golf instructors. It's an exciting project for me because it allows me to do what I get the most satisfaction from, helping others solve a problem. Creating an e-book was a problem for me a few years ago, so I began taking every course I possibly could to learn how I could accomplish this task. From courses on writing copy, to publication design, publishing and marketing, I began to piece together what needed to happen to create and distribute an e-book for my coaching brand.

I noticed there were a lot of pieces to creating an e-book, but there was really no central book or resource that covered everything from start to finish. All of these questions began to race through my head because I wanted to do it right the first time, and wanted a system to follow that works. Do I need software to write a book? Is there a format I should follow? How do I sell it online? How do I get it on the Kindle? Can I sell a book through my website? Do I need an ISBN? How do I create my own website? Do I need a website? The list goes on and on.

I feel it is questions like these that tend to shut down your expansion mindset. You start to think, "Well maybe making an e-book isn't really worth the time and effort." Wrong. I am here to tell you that I have done my best to literally layout everything you need to do and provide you with every tool possible to get you from the start of the creation process to the finish line.

To wrap my head around a subject, I always create an outline and system for myself that provides me with a template I can use to repeat the process. I like systems and templates because they make you efficient. So when I was asked to create a guide on e-books from Lorin Anderson (owner of Proponent Golf Group), I already had a system and lots of notes together in a Mind Map, I just didn't put



**The E-Book Blueprint is a step-by-step Guide to Publishing your own E-book and is now available for free downloading on the Proponent Members website in the Business Guides menu courtesy of Matt Reagan.**

the content into an e-book. But here we are today and you're reading what has spawned from a conversation at the PGA show in Orlando, FL.

My goal with this was to provide you with a step-by-step blueprint (if you will), that you can follow to create your e-book from start to finish. I have broken "The E-Book Blueprint" down into 8 Chapters.

1. Where Does an E-Book Fit Into Your Business?

2. Phase 1 – Planning
3. Phase 2 – Writing
4. Phase 3 – Editing
5. Phase 4 – Designing
6. Phase 5 – Publishing
7. Phase 6 – Promotion
8. Conclusion - The E-Book Blueprint Checklist

In Chapter 1, I go over exactly how you should use an e-book to grow your coaching business. I cover the Stair Step Business Model and provide you with a foundation for understanding how products like an e-book are

essential for growing your brand.

Chapters 2-7 contain all the information needed to plan, create, design, publish, distribute and promote your e-book from scratch. I teach you everything you need to be able to do it yourself, and also provide you with resources that you can utilize if you want some help with the phases as well. Finally in Chapter 8, I provide a recap of each phase and introduce the E-Book Blueprint Checklist that you can utilize to help you throughout the entire creation and distribution process.

I have set up each chapter sequentially to provide you with the exact information you need to complete that phase and only that phase. It is okay to look ahead and read onto the other phases before completing them, but it is my recommendation to read each phase and complete the activities in the "E-Book Blueprint Tool Kit" in order when you begin to create your e-book. This is found as a free bonus download online at [CoachMarketingTools.com](http://CoachMarketingTools.com). You are more than welcome to create the templates yourself, but my goal with this e-book was to give you as few

excuses as possible for why you never created your first e-book.

Get yourself into the mindset that you are about to tackle an endeavor that is going to help you boost your career and credibility in your industry. If you are busy I am sure you have been putting this off for quite a while. I hope this book gives you the extra boost you need to get your first e-book published. I am honored to be sharing this information with you and to be a part of your journey. Just follow the steps and I guarantee it will guide you to the finish line.

The E-Book Blueprint Checklist contains all the necessary action steps and some important notes from the e-book that I want you to remember and ask yourself as you move through the creation process. Follow the checklist through each phase and make sure you get one task complete before really embarking on others. I recommend checking them off as you go to feel a sense of accomplishment. Little achievements are what keep us motivated to move forward.

Logic dictates that we first look at how an e-book can fit into your coaching business. A majority of coaches only think about marketing their services, and shy away from creating products. To me that's a truly missed opportunity. The mesh of products and services can really boost a brand from being mediocre to a credible establishment that really stands out above the competitors. If your brand's value proposition does not currently include products, creating an e-book is a great first step.

The Stair Step Business Model is the tool that shows products and services meshing so productively for the teaching professional. Consumers come to you because they have a problem, and are hoping that you are going to be the one who can solve it. When researching who they are going to select to solve their problem, they will analyze how much value per dollar the coach is creating, as well as how credible you are. They want a step-by-step process to help ease them into your products and services.

This particular model is a pretty well-structured model to build your brand. It is built in the shape of a stair step, and you will notice that with each step there is a higher pricing structure. The stair step sections represents separate value propositions a coach could be offering on different price levels. If you wanted to maximize the consumers you reach, you would want to have a product or service in each stair step. If you only offer one product or service, it is not only limiting your market, but unless you have a lot of credibility boosters, it makes it harder for you to charge more for your premium services.

For example: Some golfers may only value a private lesson at \$80 per hour. If you charge \$150 and that is the only service you offer, they probably will leave your website right away and never look back. But if you have your stair step business model in order, you could still capture this customer with other products and services on the lower price levels.

As they buy into your products and other services, you begin to build an emotional connection with the customer. Once the connection is built, it is much easier moving them up the stair steps to your premium services, and suddenly the \$150 private lesson starts to look more feasible. The key is to just get them to take the first step. An e-book can be a very non-threatening, low-cost way to introduce yourself to potential customers, help them solve a problem, and get them to take the first step into your products or services. It is also a large credibility booster, and a part of a great pathway to future success.

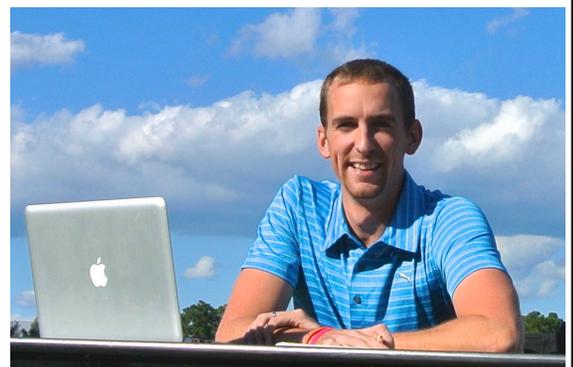
*Matt Reagan is a PGA Teaching Professional located in Buies Creek, N.C. He attended Campbell University earning his Business Administration Degree, double majoring in PGA Golf Management and Marketing. Matt is a Co-Founder and Director of iGrow Golf Programs, LLC and also is the owner of his personal coaching brand, the C4 Golf Coaching System, LLC.*

*Note on the Author from Lorin Anderson:* Since I met **Matt Reagan** a few years ago I have seen his passion to learn everything he can about the golf instruction industry and all its tangential disciplines. As someone who spent nearly two decades working at the game's largest publications, I saw very quickly that Matt had a knack for communicating his passion for the game in a detailed way.

I tried to encourage his book-writing at the beginning, but now I realize that he doesn't need any encouragement to share his ideas with the golfing world. It's Matt's nature to get his ideas out there for colleagues and contacts to see, and our game is undoubtedly the better because of it.

Putting your ideas and methods down on paper and then making them accessible for others to learn from is a noble pursuit and one in which Matt is leading the field.

He is an ideal fellow member to consult if you are feeling ready to produce a book-length piece of writing. Just go to the **Member Mentors** section of the Proponent website and look for Matt's contact info under **Book Writing**.



## PARTNER SPOTLIGHT: IMAVEX

# Website and Internet Marketing New Year's Resolutions

As we kick off 2014, New Year's Resolutions are being made and we would like to share a few resolutions that we know would benefit your website, online branding and Internet Marketing.

### Push More Content in 2014

With all the different avenues to reach prospective and current clients, which one works for you? The only way to find out is to begin using the avenues. Twitter, Facebook, Google+, YouTube, blogs, and all other avenues continue to be great tools for engagement with prospective and current clients. Google+ is growing fast and Google Hangouts is another great tool. The benefit of Google+ is all the content is indexed to assist with SEO. Twitter, Facebook, blogs, and YouTube are all great avenues to assist you with your SEO and your online brand as well. Don't get overwhelmed with all the tools, just pick one and see how it works.

### Use more Video in 2014

Video is the most engaging call to action you can have on your website or in an email. The data is impressive. In emails, we are seeing clients with increased open rates and 3 to 1 ratios of clicks on video as opposed to text stories within a newsletter. As an instructor, you spend more time than anyone with a video camera. Take a couple of minutes and record a swing tip or drill, push that out to your website, social media or email marketing and watch how many people interact with that video, it will amaze you!

### Focus on engaging visitors on your website

We all get caught up on unique visitors to our websites, it's a default measuring analytic. But what's more important: Unique Visitors or Engaged Visitors? We encourage you to make sure that your website has calls to action and phone numbers or information about your product or service that are easy to find. It's important to make sure that your website is easy to navigate, so that all the effort you are doing outside of your website to increase traffic is not lost. Data shows that if a new user comes to a website and does not find what they are looking for in the first eight seconds, they will leave. Hence why it's so important to make sure your website is engaging and dynamic to new users.

Imavex will be at the PGA Merchandise Show January 22nd through January 24th in Proponent Group's room W109B. If you would like to spend some time with me during the show discussing your website or internet marketing needs, please email me at zach@imavex.com. See you in Orlando! – Zach Miller, Imavex

P.S. Check out our new website design for Proponent Group member Kevin Sprecher on the right hand side of this page. Kevin and Imavex teamed up to create a vibrant, easy to navigate format that explains clearly and quickly what Kevin's teaching brand is all about. Kevin even has control of adding new content 24/7.

The screenshot displays the website for Kevin Sprecher, a golf instructor. The header includes the logo for KS Golf LLC, navigation links for Articles, Services, About, Training Aids, Media, and Contact, and a phone number 305-498-9480. A prominent banner for 'CLUB FITTING EQUIPMENT' features a Titleist driver and a 'LEARN MORE' button. Below this, a 'WATCH VIDEO' section shows a video player and buttons for 'BOOK LESSON' and 'CLUB FITTING'. The main content area is divided into 'ABOUT KEVIN' and 'COACHING SERVICES'. The 'ABOUT KEVIN' section includes a photo of Kevin, a '1 of 6 Titleist Regional Fitting Centers' badge, and a bio detailing his background and coaching experience. The 'COACHING SERVICES' section lists various programs: Adult Programs, Junior Elite Programs, Beginner Programs, Physical Conditioning, and Playing Lessons. A 'BLOG POSTS' section features a post titled 'DRIVE THE BALL BETTER BY GETTING SET UP CORRECTLY' with a photo of a golfer and a 'READ MORE' link. Below that is another blog post 'GOING THE DISTANCE' with a 'READ MORE' link. A 'TESTIMONIALS' section features a quote from Rob Manfred, an MLB Executive, praising Kevin's teaching approach. A 'TWITTER FEED' section shows recent tweets from users like Joe Compitello and Jim McLean Dupler. The footer contains navigation links, social media icons, and contact information, including the address 'Sleepy Hollow C.C., 777 Albany Road, Scarborough, NY' and the phone number '305-498-9480'.

## MEMBER MILESTONES

### Please Welcome December's New Members

**Mark Anderson**, Philadelphia Cricket Club, Flourtown, PA – Associate

**Michael Balderstone**, The Golf School of Excellence, Johannesburg, S. Africa – International Member

**Sean Bolduc**, Bolduc G.A., Carmel, IN – Full Member

**Stefan Brunt**, Sawgrass C.C., Ponte Vedra Beach, FL – Associate

**Dede Cusimano**, Rancho La Quinta C.C., La Quinta, CA – Full Member

**Ryan Dailey**, Campbell University/iGrow Golf LLC, Lillington, NC – Full Member

**Daniel Gray**, Skokie C.C., Glencoe, IL – Full Member

**Jeff Isler**, Jeff Isler Golf, Southlake, TX – Full Member

**Mike and Sandy LaBauve**, Kierland G.C., Scottsdale, AZ – Full Members

**Ralph Landrum**, World of Golf, Florence, KY – Full Member

**Greg Lecker**, Sawgrass C.C., Ponte Vedra Beach, FL – Full Member

**Andrew Lovell**, The Mad River G.C., Creemore, Ontario, Canada – Associate

**Andrew Ludlow**, Barton Creek, Austin, TX – Associate

**Dineen Notman**, Kate Tempesta's Urban Golf Academy, New York, NY – Associate

**Will Robins**, Will Robins Golf at Empire Ranch Golf Club, Folsom, CA – Full Member

**Layne Savoie**, Farm Links G.Cse., Birmingham, AL – Full Member

**Kyle Voska**, The Mill Course, Cincinnati, OH – Associate

**Jonathan Yarwood**, Jonathan Yarwood G.A., Lincoln, Lincolnshire, UK – International Member

### GRAA Names Their Top 50 Growth of the Game Professionals for 2013

Twenty Proponent Group members are included in this year's Golf Range Association of America's list of the Top 50 Growth of the Game Professionals:

**Brendon Elliott, Jim Estes, Elizabeth Granahan, Rick Grayson, Ralph Landrum, Mike Malaska, Rick Martino, Bill McInerney, Jr., Bernie Najar, Rob Noel, Megan Padua, Mike Perpich, Laird Small, Chris Smeal, Adam Smith, Renee Trudeau, Deb Vangellow, Kevin Weeks, Nicole Weller and Dr. Gary Wiren.**

### PGA of America's 2013 Section Awards Announced

Congratulations to our industry-leading members who have been named among the PGA of America's 2013 Section award winners. They include:

#### Teacher of the Year:

**Jason Sutton**, Carolinas

**Edward Oldham**, Colorado

**Brian Manzella**, Gulf States

**Bernie Najar**, Mid-Atlantic

**Matt Murdoch**, Midwest

**Kevin Rhoads**, New England

**Jason Reddington**, Northern Ohio

**Cameron McCormick**, Northern Texas

**Mark Anderson**, Philadelphia

**Joshua Cook**, South Central

**Mark Winkley**, Southwest

#### Junior Golf Leader:

**Ralph Landrum**, Kentucky

**Brendon Elliott**, North Florida

**John Dunigan**, Philadelphia

#### Bill Strausbaugh Award:

**Scott Sedgewick**, Kentucky

#### Horton Smith Award:

**Paul Ramee**, Connecticut

**John Hughes, Jr.**, North Florida

**Brandon Stooksbury**, Southwest

**Joe Hallett**, Tennessee

#### Player Development Award:

**Marvol Barnard**, Southwest



#### The Proponent Team:

**Lorin Anderson** President

**David Gould** Staff Editor

**Lori Bombka** Operations Manager

**Debbie Clements** Accounting



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