

COLLABORATE

www.proponent-group.com

New Business Guide Now Available: How to Leverage YouTube to Grow Your Business

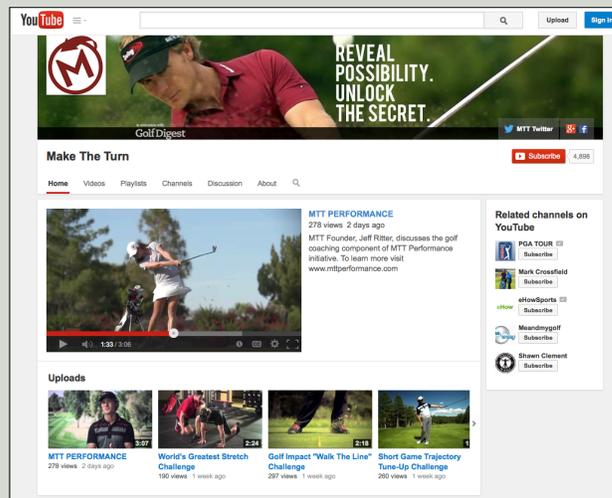
Is a picture really worth a thousand words? In the case of golf instruction on YouTube it very well may be true as the video pictures on this extraordinarily popular website are creating new students for many Proponent Group members who have posted their teaching ideas on the site. Of all the social media outlets available today, YouTube likely has provided the highest return on investment for golf instructors.

This is why Proponent Group has added our **Golf Instructors Guide to YouTube** to our Business Guide section of the members' website. We've also included a bonus with an additional PDF of the **YouTube Playbook**, which is published by YouTube to explain in even greater detail all of the website's features and how to use them to build your audience.

Our Golf Instructors Guide to YouTube joins a growing list of exclusive Proponent Group member guide topics including: Instruction marketing, employee vs. independent contractor status, publishing an e-book, email and online marketing, instructor public relations, insurance issues, Google+ and Google local search, logo design, teaching building design, social media and instructor website design.

With more and more golfers conducting online research prior to investing in lesson programs, instructors without a YouTube presence are at a definite disadvantage. So, it's time to hop on the YouTube bandwagon to help grow your client base, enhance your visibility, and increase your bottom line.

For more details read the excerpt from our guide to YouTube starting on page 11 of this newsletter or visit the Business Guides section of the members' website to download the full guide.



Jeff Ritter was a golf instruction pioneer on YouTube. Over the past five years his videos have been watched millions of times and he's seen his business grow significantly from new clients who found him on the video sharing website.

INSIDE THIS ISSUE

PAGE 2
NEWS: Aimpoint Added to Summit, Student Spending Survey Data, SCOR Golf Adds Ben Hogan Brand

PAGE 3
Retail Tribe on Marketing: The Skills Challenge Sales Tool

PAGE 5
Industry Trends: TopGolf Could be a Game Changer

PAGE 8
2014 Summit Registration: Early Bird Special Ends this Month

PAGE 10
Lorin's Column: Improve the Lesson Experience

PAGE 12
Business Guide Excerpt: Instructor's Guide to YouTube

PAGE 16
Member Milestones: Rod Cook Takes New Position in Orlando

PROPONENT GROUP NEWS

Aimpoint Clinic Added to Summit; Student Spending Data Revealed; ScorGolf Buys Hogan

Aimpoint Clinic Added to Summit Line-up

Mark Sweeney, creator of AimPoint, will be joining us at our 2014 Summit in Orlando on November 3rd for a special clinic explaining AimPoint Express and answering our members' questions about all of AimPoint's products.

The clinic will take place during the second half of the Teaching Technology and Training Aids Demo Day at the Mike Bender Golf Academy.

Sweeney is a former Proponent Group Summit speaker and his AimPoint technology has continued to grow and is now being used by both the number one female in the world – Stacy Lewis – and the number one male player – Adam Scott. For those members who have not learned about AimPoint yet, this will be an outstanding opportunity to learn more from the creator of this innovative green reading technique.



Proponent Group Partner SCORGOLF Adds Ben Hogan Brand to Their Line-up

Eidolon Brands, owner of Proponent Group partner SCORGOLF – maker of the SCOR4161 line of precision scoring clubs – will be re-launching Ben Hogan Golf Equipment.



Terry Koehler, Eidolon President and CEO, who spoke at last year's Proponent Group summit, will be spearheading the re-birth of Hogan. Koehler worked for many years at the original Ben Hogan Company and understands the brand's legacy of precision clubmaking. His goal is to re-create the best attributes from that original. While the company is still sorting out exactly how the SCOR4161 line will fit in with new Hogan offerings, Koehler expressed hope that Proponent members would soon be using and selling gear from both lines.

URGENT: Groundbreaking Student Spending Survey Underway: We Need Your Data

Proponent Group has been working with individual members who have access to POS systems that can identify or sort members at the facility who are regular lesson takers versus those who are not. So far we've gotten detailed data from six facilities: Four private clubs and two Semi-private clubs. We've included some of the data collected in the chart at right. We are also tracking F&B spending where possible.

As you will see in the graphic, those golfers who are involved in golf instruction on an ongoing basis spend 148 percent more at

the club, not including F&B and early numbers also show significant increases in the dining room too.

This study could potentially shift the thinking and make it easier to get resources allocated to golf instruction programming at many facilities. While we believe this is a groundbreaking study we can't present the results to GM's and facility owners until we collect more data. Our initial goal is to get at least 20 facilities worth of data tabulated before making the study public.

If you are at a facility that could possibly provide data, please call Lorin Anderson at 407-878-1235 to discuss.

Proponent Group Lesson Taker Spending Study (Preliminary Results)

	Non-Lesson Taker Golf Spending	Lesson Taker Golf Spending	Increased Spend by Lesson Takers
Facility A	\$2,327	\$4,425	90%
Facility B	\$292	\$597	105%
Facility C	\$11,241	\$18,790	67%
Facility D	\$740	\$1,575	113%
Facility E	\$3,676	\$6,736	83%
Facility F	\$178	\$947	431%

Average Increased Spend by Lesson Takers 148%

NOTES: Lesson takers defined as members who took at least 3 private lessons during the past year or participated in multiple group instruction programs.

Spending includes: Green fees, guest fees, carts and golf shop sales.

RETAIL TRIBE ON MARKETING

Fun for Golfers, Marketing for the Coach: The Can't-Miss Value of Running a Skills Challenge

By Ian James, CEO, RetailTribe

Working with over a thousand golf professionals around the world, I am always amazed at how difficult it is to persuade them to run a 'Skills Challenge' with their golfers. Yet, this activity is probably one of the most powerful marketing tools available to a PGA Professional.

A skills challenge is a short (relative to the time it takes to play a round of golf) examination of a golfer's ability to perform a specific aspect of the sport. For instance, out of 10, how many straight 10-foot putts can a golfer make? How many times can he or she escape a greenside bunker and leave the ball inside a 3-, 6- or 12-foot circle drawn around the hole?

Some of the skills challenges we have in our playbooks, like a "30-yard Pitch Shot Challenge" may only take each golfer three minutes. Others, like the "Short-Game Handicap Calculation," might take each participant up to 15 to 20 minutes.

A challenge like the "30-yard Pitch Shot" can be run very simply, or a Professional can decide to add a launch monitor to provide the golfer with their launch angle and spin-rate readings. Maybe they want to video the golfer and send them a copy of the exercise. Some professionals have added individual feedback by email after the event. And we have one golf instructor who actually turned it into a charity event on a Saturday with a sponsor.

Inspire consumers to engage with a product

There is a fundamental four-step marketing model for retailers—no matter what product line or sector they are in. For any retail merchandiser, this particular scenario is what they are seeking to have their customer experience.

It goes in a four-part cycle: The merchant wants to **inspire** a consumer to **engage** with their product so they can **convert** this individual into a customer, before working hard to **retain** them as a customer.

Audi spent a lot of money advertising its brand and its vehicles with the goal of persuading you to go into

INSPIRE
ENGAGE
CONVERT
RETAIN



one of their showrooms to sit in one of their cars. Hyundai spent lots of money getting their cars into rental fleets so that business travelers especially would experience their vehicles. One of the large golf manufacturers spent a huge sum with a specialist company on the visual design of the sole of their Drivers. They were trying to create "rack appeal" so that golfers who walked past a rack of their drivers would be more inclined to pick one up.

Moving a consumer to the point where they engage with the product is hard. It's really hard. Get it right, though, and it offers a great chance to make more sales.



The 30-Yard Pitch Shot Challenge



RetailTribe has a library of skills challenges designed to help you engage with your golfers

The Power of Engagement

A pair of adidas adizero golf shoes sitting on a shelf along with 20 other shoe models depends on advertising (including word-of-mouth) to **inspire** a golfer to seek it out, or else it depends on the golfer in need of shoes to walk over to the display without any other prompting. But a smart retailer can do so much more.

One of the retailers we work with spent a full week making sure that everyone who visited the counter to pay their green fee, or purchase golf balls and gloves, did indeed **engage** with the adidas adizero golf shoe. He first handed them two other golf shoes. Then he handed them an adizero shoe. The comparison in the overall weight was startling for the consumer.

What made this engagement so powerful was the way the consumer experienced the product. The demonstration highlighted the unique strengths of the adizero golf shoe. It didn't mean the consumer was going to buy a new pair of shoes there and then, but it did mean that the golfer had a much better understanding of the product and its benefits to them. Now that's marketing.

A Skills Challenge Achieves the Same Result and More

A PGA professional who spends three minutes with a golfer watching them hit three 30-yard pitch shots, and then offers a quick analysis and a small tip, is providing that golfer with the equivalent of the shoe weight test.

As a result of this very brief interaction, the golfer is exposed to the professional's unique skills. He or she recognizes the pro's ability to help people play better golf and to have fun on the golf course. That's three minutes of great marketing.

Meanwhile, it offers an entirely separate advantage. It quickly benchmarks the golfer's skill and allows the teaching professional to move the golfer into a discussion about their personal improvement and how that would translate on the golf course.

That right there is progress. It means we're already moving into a phase in the model where we can convert the customer into a sale. From our experience with this skills challenge there are three potential sales:

- A short-game coaching program
- A new wedge (which of course leads into a full wedge system or set)
- Up-sell of a two-piece golf ball player into a premium golf ball offering a better launch and spin.

INSPIRE
ENGAGE
CONVERT
RETAIN



A higher sales conversion rate

Invest three hours of marketing time running a short skills challenge on a busy playing day and you will create between 40 and 50 engagements. From that exposure, in our experience, you ought to see at least 15 warm sales leads.

Talk to Monte Meyer, a PGA Professional who runs skills challenges on a regular basis, and he'll assure you that they create leads that he converts into big sales. Monte will tell you he could never sell a driver above \$400 at his club, yet this season he's already up to 20 sold above that mark.

The same goes for coaching programs. If you have a specific short-game program ready for your 30-yard pitch-shot skills challenge, you will sell them. As they experience the fun and value of that program, they will become a customer you **retain** within your teaching portfolio.

If you're selling equipment or instruction, skills challenges ought to be a core part of your marketing program.

Let RetailTribe Make 2014 Your Best Year Ever



"I cannot believe the results that RetailTribe has achieved for me, my business and my golf club. Shop sales are through the roof and I have more coaching demand than I can manage. Every PGA Professional, golf club or instructor should be using RetailTribe."

-Monte Meyer, PGA Professional, South Hills G.C.

You'll be surprised at how easy we can make effective marketing for you. Just give us 20 minutes and we'll show you how we can make an impact for you.

Contact Ian James at IanJames@retailtribe.com or 972-743-0038 or visit us at www.retailtribe.com.

INSTRUCTION INDUSTRY TRENDS

Date Night Meets Player Development:

TopGolf – Does It Augur Well for Coaches?

By David Gould, Staff Editor

Alongside Interstate 35 as you head north out of Austin, a gleaming TopGolf entertainment center welcomes visitors at the rate of 40,000 per month. According to TopGolf's Justin Norvell, a full 50 percent of these folks will show up having never played any golf besides mini-golf. They get to TopGolf, learn the absolute basics, have a fun time with friends shooting for targets while receiving tons of feedback (thanks to computer chips embedded in the ball) and slowly teach themselves a swing. All the while they have nothing but fun, enjoying excellent food as they sip on their favorite beverage and glance up at sports on flat-screen TVs overhead.

Attention golf industry: Does this sound like “attract and retain” to anybody?

Is This the Big Idea We've been Waiting For?

“I'm a PGA member, I've worked at upscale clubs with shrinking rounds-played numbers, and I've heard all the ideas from the think tanks about growing our game,” says Norvell, who came away with a bachelor's degree from the well-regarded PGM program at Methodist University in North Carolina. “Then I went to work for TopGolf. After a couple of days I said to myself, ‘This looks like the answer to all those questions.’”

TopGolf was founded in Great Britain with a mindset of creating a superior driving range, heavily based on targets and the aforementioned feedback or “gamified” approach. The founders brought their idea to America and built several TopGolf centers—all of them located on the site of an existing range. Meanwhile, back in England, the original idea got tweaked with the concept of “TopGolf Nights.”



A typical TopGolf facility will see more than 1,000 visitors per day with half of them never having played golf before visiting TopGolf. Typically a group of friends reserves a hitting area such as the one shown above where they hit balls to the range targets, order food and drink and watch sports.

In a nutshell, that meant later hours, more music, more emphasis on food-and-beverage, less of a skew toward existing golfers. Revenues cranked up notably, and soon the

growth strategy in the U.S. got overlaid with this “TG Nights” idea. Now there are nine TopGolf locations in America, with plans for dozens more in the years to come.

Fun First, Golf Second

Looking to the future and back at its roots, the company is in the quirky position, as Norvell puts it, of “figuring out how to build golf back into our brand.”

For Proponent Group members, or just about anyone in the golf teaching business, TopGolf’s eagerness to get more serious about golf has to be viewed as a positive. “Our opportunity in golf instruction is very obvious to us and it’s also very large in scale,” says Norvell. The speed at which new centers are being built is something of a distraction, but Norvell is certain that his company will find the human resources and the management focus necessary to deliver the style of golf orientation-slash-instruction appropriate for its audience.

By the end of 2014, there will be a TopGolf corporate Director of Golf Services, or some similar title, who will oversee instruction, player development, leagues, competitions and the like. Already the league signups and tournament enrollment is extremely strong, according to Norvell. As the build-out continues, it will be important that no TopGolf center lag behind the rest in delivering the golf-specific experience of fun competition and game-improvement support.

Wall Street Gets Bullish

If you doubt the upward path this company is on, just ask Wall Street researchers for an opinion. Currently, the stock of Callaway Golf is getting talked about by investment analysts in a new and intriguing way—all due to Callaway’s stake in TopGolf. Scott Hamann, an equities analyst with KeyBanc, recently authored a report to go with KeyBanc’s bumped-up price target of \$14 (from \$10) for Callaway shares, citing the “undiscovered gem” status of TopGolf, which Callaway reportedly owns a 17 percent interest in. “We believe the investment is not appreciated by the market and could represent as much as \$3 per share to Callaway by 2017 given the Company’s unique product offering, the recent acceleration in unit growth and attractive white-space opportunity,” writes Hamann.

His valuation assumes that TopGolf will open seven new facilities a year beginning in 2015. This year will end with the brand having extended itself in three markets, Tampa, Phoenix (where it was already established) and Atlanta. Groundbreaking is soon to occur in Dulles, Va., for a TopGolf center that will open in the first quarter of 2015.

An Experiment Gone Right?

In one sense TopGolf is an out-there experiment, in which people have a chance to begin hitting golf shots and over time, continue to do so, for an extended period, always in an environment that is completely skewed toward enjoyment, fun, recreation, relaxation and being with friends. Question:



Top photo: Don't be surprised to see more sandals than Softspikes in the hitting bays. For many these are their first ever golf swings. Middle photo: Each TopGolf facility has targets embedded into the range floor and all their balls have microchips that tell the golfer when he hits a target by showing points on a scoreboard. Friends can compete even if they have minimal golf skills. Bottom photo: The TopGolf lobby has the feel of a movie theater, casino and fancy hotel lobby all rolled into one space.

Is it considerably easier to become pretty good at hitting the ball under those very unusual and much more controlled circumstances?

There is no quantitative research yet that probes this question. Nor is it known quantitatively how many people who came to TopGolf as non-golfers, make many repeat visits, became decent ball-strikers and then began playing regulation courses. Certainly it happens and Norvell says there is lots of anecdotal evidence that this occurs, however. Related question: Can golf instruction of a traditional nature create a “buzz kill” effect in which the free-and-easy ball-smacking that TopGolfers experience will give way to a dull,

dutiful grind in which self-esteem sinks because new standards aren’t achieved?

Norvell finds that question mostly humorous but partly spooky. “We know there are people out there who have the ability, have the right touch and have the proper attitude to provide golf instruction at TopGolf,” he says. “We’ve got some people at some of our centers already who bring that mix.” Finding quite a few more of them is the challenge going forward for TopGolf. If the company sticks to its instincts and its high standards, the new focus on learning and player development should be good for TopGolf and good for the industry as well.



TopGolf squeezes more guests into its facilities by utilizing three hitting decks and staying open well into the night. In both of these pictures you can see clearly the complex target areas that are designed for games using TopGolf’s unique microchip embedded golf balls.



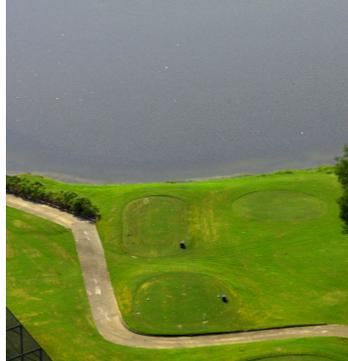
Summit 2014

Growing the Game, Growing Your Business

When Golfers Improve, The Industry Grows –
It's Time to Teach, Promote and Profit

November 2-4, 2014 (Sunday - Tuesday)
Lake Mary, Florida

Registration is Now Open!



zeroRESTRICTION





2014 Summit Line-up

Sunday, November 2

- 11:00am Registration Opens
- 1:00pm Optional Golf at Heathrow C.C.
- 6:30pm Opening Night Dinner at Heathrow C.C.

Monday, November 3

- 7:00am Breakfast Buffet
- 8:00am Addressing the Industry's Disconnect Regarding the Value of Instruction (Lorin Anderson)
- 8:30-10:00am The Journey to High Performance (Cameron McCormick)
- 10:00am Break
- 10:30-11:30am Panel Discussion: Protecting Your Business (Topics will include: Employment Contracts, Managing your Manager and Moving to a New Facility)
- 11:30am Lunch Buffet
- Outdoor Session at the Mike Bender Golf Academy**
- 12:30-2:30pm (To Be Announced)
- 2:30-3:30pm Faults and Fixes Panel: Looking for a Fix? Ask Our Panel for Their Favorites

- 3:30pm Teaching Tech and Training Aids Demo Day
JUST ADDED: Aimpoint Clinic with Mark Sweeney at 4:45pm

- 5:45pm Cocktails and dinner at Heathrow C.C.

Tuesday, November 4

- 7:00am Breakfast Buffet
- Hands On Marketing Workshop Day**
NOTE: Participants are strongly encouraged to bring hardcopies of your website pages, email blasts, newsletters, and social media pages for hands-on review and discussion.
- 8:00am Workshop Goals for the Day
- 8:15am Maximizing Your Website
Panel Discussion, Reviews and Roundtable
- 10:00am Break
- 10:30am Creating Emails and Collateral Materials that Really Sell Your Services
Panel Discussion, Reviews and Roundtable
- 12:15am Lunch Buffet
- 1:15pm Driving Your Lesson Business with Social Media
Panel Discussion, Reviews and Roundtable.
- 3:00pm Summit Ends

Summit Details and Registration Information

Host Site: Heathrow C.C. in Lake Mary, FL is located 45 minutes from Orlando International Airport at I-4 Exit 98.

PGA/LPGA Education Credits: Agenda will be submitted to the PGA and LPGA for continuing education for association members. Approximately 13 hours of education will be included in the summit.

Lodging: Proponent has negotiated summit rates at the Hampton Inn and Suites - Lake Mary (407-995-9000) for \$99 per night. The Courtyard Marriott - Heathrow (407-444-1000) for \$89 and the Hyatt Place - Lake Mary for \$109 (407-995-5555). Many other hotel chains

including Marriott, Westin, Hilton Garden Suites and Residence Inn also are located within three miles of Heathrow C.C. Contact your preferred hotel directly to book a room.

Meals: Six meals from Sunday dinner through Tuesday lunch are included in the summit fee.

Cost: Our Early Bird Special is only \$425 for our full and International members. Associate members are welcome to attend for \$475. **Summit rates increase \$50 on August 1st.** NOTE: Optional golf Sunday afternoon at Heathrow C.C. is an additional \$50 (tee times are limited and will be filled first-come, first-served).

STATE OF THE INDUSTRY

Taking Care of Business is More than Just the Lesson



By Lorin Anderson, President

I recently had the opportunity to visit a golf academy and saw some things that were completely incongruent with its reputation for providing high-quality instruction. I was on-site for half a day and noticed signage around the building printed on uncoated paper that was yellowing and curling at the edges. I saw students come in to pay only

to find a reception desk left unattended by the staffers who cover it—apparently they all went to lunch at the same time.

The phone had 13 unanswered messages. It was 90 degrees outside and the refrigerator of bottled water was bare. No one had ordered more inventory in advance of the multi-day golf school currently in session. Many of its participants looked pretty parched. To top it off, I went into the restroom and found no soap in the dispenser and no toilet paper in the stalls. Hmmm.

These are Golf Operations 101 issues, not rocket science. Understand that your students expect more than just golf instruction – they expect a pleasant, hassle-free experience... every time they visit. When you call a salon to book an appointment, you expect someone to answer the phone. If you go to a nice restaurant for dinner, you expect soap in the bathroom. You walk around any facility that charges fees for services wondering: “Do these people care if I’m happy and contented while I’m here?”

So, a couple of important points: First: Do you have any idea what your students really think about your programs, people and facilities? If the answer is no that’s because

listening to customers can be humbling. We tend to duck and avoid it. You should be the exception to the rule and survey students randomly throughout the year. You can use Survey Monkey to craft a simple customer feedback survey and send it as follow-up after someone takes their first lesson, or attends a golf school or clinic series.

Secondly: What do you do when you find out that your customer service or customer experience has fallen short? The answer experts all agree on is this: Speak to the person who has the issue with your business. Tell them, “We heard what you said, and here’s what we’re going to do.” Then follow up quickly and implement the change that will alleviate the issue in the future. The onus is on you to exceed the golfer’s expectation, not on the student to tell you something is wrong.

I realize that things can get very busy, but bear in mind that recreation and entertainment options abound and your customers have lots of other things they can do with the money they spend on your golf instruction, including moving to your competition. As you might imagine, the academy I visited was completely unaware of the frustrations their customers were experiencing. They only focused on their instruction content and not on creating an enjoyable experience.

It was obvious that people were leaving their academy that day disappointed. Certainly some left and didn’t come back or spent less than they had planned. The key to rebuilding trust and confidence is authenticity. If you’ve screwed up, own up. Fix the problem so it doesn’t happen again. People are very forgiving if you show them you really are listening and you wish to improve. Isn’t that exactly what you ask from your students?

Proponent Group Partners

edufii
The Future of Coaching

IMAVEX

rt retailtribe
BUILDING STRONGER COMMUNITIES

SCOREGOLF
Rethink your game.

swingcatalyst

TRACKMAN

ATHLETENATION

EP
P R O

FAIRWAY & GREENE

GolfMDs.com
Find your cure.

SHOT BY SHOT.com
A complete analysis of your game.

swingbyte

SUNDOG
EYEWEAR

USchedule
click. choose. confirm.

2R
zeroRESTRICTION

PARTNER SPOTLIGHT: SWINGBYTE

Golf's Most Trusted Mobile Golf Swing Analyzer Introduces its New Teaching Pro Module!



Accurate, Affordable and Convenient. Now with a new Teaching Pro module to help you strengthen your business.



The new Teaching Pro module was designed to help instructors take their lessons and Swingbyte sessions to a new level of engagement. All you have to do is activate the module in the app!

- Track current students
- View student swings at any time from any location
- Email and provide feedback

The module allows you to stay in touch with students no matter where they are or what time of year it is! Students will stay more engaged as you help them identify flaws and offer drills they can work on during their own time.

Since its inception in 2012, Swingbyte has worked with leading coaches and academies to create the most effective swing analyzer on the market. Coaches and players who've used Swingbyte in their diagnostics and training love it for its affordability, accuracy and ease of use.

ABOUT SWINGBYTE

Weighing approximately one ounce, Swingbyte attaches to the shaft of any golf club (driver through putter) just below the grip. As the club makes contact with the ball, a sensor transmits swing data to your smartphone or tablet device.

Instantly displays:

- 3-D views from any angle
- Clubhead speed
- The club's true plane (from address to impact)
- Face angle relative to swing path and address
- Loft and lie at address and impact
- Angle of attack and tempo

In addition to the real-time feedback provided by the Swingbyte app, all swings and data are uploaded to "the cloud" where users can access their data via an online account at my.swingbyte.com.

CREATE ADDITIONAL REVENUE:

Differentiate yourself and create additional revenue streams with Swingbyte's business referral program.

PGA, LPGA, and Proponent Group members receive Personal Use Discount (PUD) pricing on Swingbyte: \$110 (\$59 off retail).

MSRP - Swingbyte retails at \$169.00 and can be ordered through www.swingbyte.com, or a variety of leading retail outlets including, AT&T, Golfsmith, Dicks/Golf Galaxy.

Interested in learning more about partnering with Swingbyte? Please email proponent@swingbyte.com.

FEATURED IN



PGA

GOLF.com



THE WALL STREET JOURNAL.

MEMBER BENEFITS

New Guide to Video Branding and Promotion

Put the “You” in YouTube: 20 Great Tips

By John Torsiello,
Contributing Writer



Short video is among the most attention-getting content online. We know that golf instruction lends itself to short-form video wonderfully. We also know that YouTube has an Internet monopoly, more or less, on archived short-form video.

Conclusion: Golf coaches and teachers need YouTube. It's the direct pathway to a better relationship with existing clients and a proven builder of relationships with prospective clients—no matter where they may reside.

Instructors seem to be grasping the value of this medium, often with excellent results. The Mike Richards Golf Academy at Parkland (Fla.) Golf and Country Club, has been a YouTube user for six years now. He has boosted his academy's profits by extending its geographic market markedly, i.e., teaching golfers online through video. Some of these students have paid for range memberships at the private club where he teaches, which is allowed under the bylaws. “When they get continued exposure through coming to me for lessons, they end up taking out full memberships.” No club could find anything not to like about that.

Derek Hooper, director of instruction at the Troon Golf Academy at Lake of Isles Golf Club in North Stonington, Conn., is thrilled with the results from his efforts on YouTube. Hooper has over 3,300 subscribers and has attracted more than 850,000 views of his videos. “It is very rare that a new student has not seen at least one of my videos,” says the Australian native. “I've even had international students visit me based on seeing them.” Hooper has experienced a corresponding growth in clients seeking out his teaching from “further afield than my typical geographical reach,” since he started using You-

Tube. “I also drive some monthly revenue through the ads attached to my videos.”

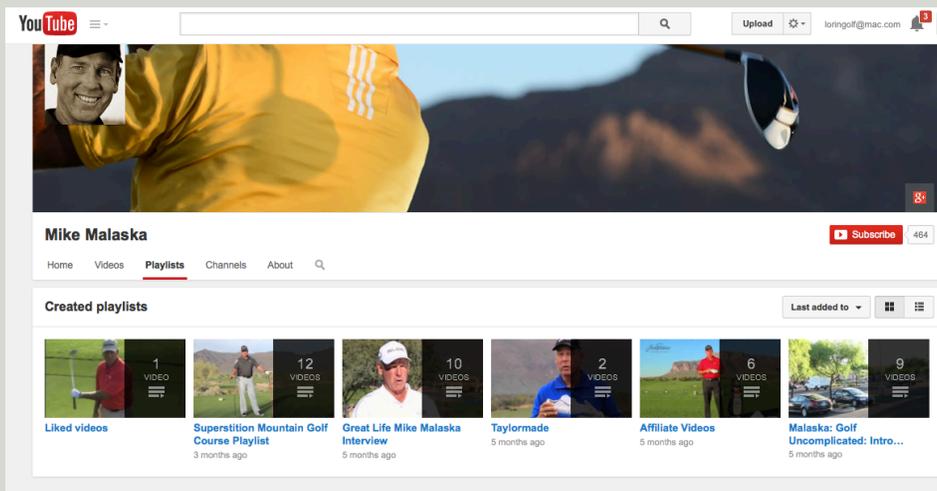
George Conner, director of instruction at Gillette Ridge Golf Club in Bloomfield, Conn., says a few well-made videos can put you ahead of teachers in your area that don't have anything out there for the public to see. “Posting instructional videos on YouTube undoubtedly will boost your credibility,” Connor says.

B.J. Hathaway, CEO at Augusta Golf Instruction in Georgia, has used YouTube to gain exposure in 156 countries. “I draw students from other states and get requests for video lessons from other countries,” Hathaway reports. A video titled “Professional Golf Swing Analysis of Rory McIlroy” has enjoyed over 450,000 views. That, by the way, is a rather brilliant tactical move that serious teaching professionals can pull off effectively: Create an analysis video of a tour star whose swing golfers are highly attracted to.

Jeff Ritter, founder and CEO of Pebble Beach, CA-based Make The Turn, a high-performance golf coaching brand, has soared on the wings of videos shown via YouTube. Ritter's first experience with the website came in 2007 and within weeks he was getting considerable audience engagement. Several months later he was seeing that exposure pay off, with clients traveling from all corners of the world for in-person coaching on his lesson tee.

“It was a free method of advertising to a global audience that I almost couldn't believe was available to me,” Ritter says, looking back. “It did a ton for my career. It allowed me to tap into a global market versus being completely tied to

my local market.” The supply-demand outcome of this? Let's say it was very positive—Ritter was able to dramatically increase his rates without fear of losing clients or income. “I figured that if people were willing to get on airplanes, rent cars and stay in hotel rooms for the sake of a golf lesson, then why should I



Mike Malaska has built an in-depth YouTube channel that allows potential students to study his methodology and personality before contacting him for instruction.

be the cheapest thing on their trip?"

Posting a video on YouTube is a fairly simple undertaking, even for the uninitiated. You open a web browser, head to YouTube.com, create an account and sign into it. Click the "Upload" button and choose a video file to upload. When your video has finished uploading, you will see a link where you can view it. To edit your video, click "Edit," then "Enhancements." Adjust the fill light, contrast, saturation and what they call color temperature. You can even "Trim" and "Stabilize" your video as well. When your video is looking the way you want it to look, hit the appropriate button to Share it. Visit www.youtube.com/watch?v=_O7iUiftbKU to view a step-by-step process of uploading a video.

Here are some quick tips on how to make a great video for YouTube:

- ✔ You'll need a quality HD camera, which can be purchased starting at around \$250. You don't need all the bells and whistles, just enough capability to get your tip or lesson across clearly and professionally.
- ✔ You'll need good audio. A decent microphone will cost you around \$30 to \$50, but the better ones will be in the \$100 to \$200 range. It's a wise investment because if your audience can't hear you they will click right off.
- ✔ Make sure your lighting is ample. The quality of a video will be enhanced by a well-lit subject or scene.
- ✔ Make your videos short, maybe one to three minutes. If your viewers get bored or you don't capture them in the first 10 or 15 seconds or so, they drop off.
- ✔ Try using graphic titles and other editing effects to make your video memorable. You want any cuts to be seamless.
- ✔ On the question of how-many, sometimes more is less. Ten to 20 well-crafted videos are better than 100 so-so ones.
- ✔ Make sure you get the word out about your YouTube videos. Use Twitter, Facebook, your email lists, in-house posters or flyers, and good old word-of-mouth to do this.
- ✔ Post on a regular basis. Don't put up a great video that gets a ton of hits then rest on your laurels. After a while, your viewers will forget about you and may never come back. It's the old "what have you done lately" syndrome.
- ✔ Wear a bright solid-color shirt (yellow, red, orange, peach or light blue all work well) and mid-tone khaki or gray pants. Avoid black, white, dark brown and green in shirts or pants.
- ✔ Try to have your photographer shoot with all-sky or all-grass backgrounds whenever possible. This can be done when demonstrating on an elevated tee with the camera set low or when you're in the low portion of a fairway and the camera is set high.
- ✔ Shoot swing and drill sequences on a tee on the golf course where the turf is in perfect condition. Avoid

shooting on the driving range if possible. It always looks messy and the backgrounds are usually filled with buildings, carts or cart paths.

- ✔ Don't wear a hat or sunglasses unless that is part of your trademark look. Hats create shadows on your face and hiding your face is a big no-no when trying to create your brand image. You are the brand, so don't make it harder for people to feel like they are getting to know you as they watch.
- ✔ Budget enough time for your shoot so you don't have to rush. Also, have a backup date available so you can postpone if it's cloudy. The best time to shoot is from 8 to 10 a.m., or 4 to 7 p.m. during the summer. Do any indoor shots before or after these times. The light is softer and the shadows less harsh early or late in the day.
- ✔ Choose people to be in the video with you who smile and are generally relaxed. Sometimes our amateur models become very self-conscious and look stiff and uncomfortable on camera.
- ✔ Post simple drills that can be explained and demonstrated in less than two minutes work best. Anything longer and you'll have lots of partial views, which isn't desirable.
- ✔ Stay away from videos about drills or topics that are not universal, is the advice of George Connor. "Make it clear in the title, description and audio who each video is for."
- ✔ Jeff Ritter likes the idea of showing sample lessons that depict fast, "real" progress with an actual client to get a viewer's attention. "Show people you can get results," Ritter says, "and that usually has more weight than a quick tip."
- ✔ Create videos that hit a golfer's hot buttons. Anything associated with curing a slice or mashing it 300 yards always gets positive attention.
- ✔ With a current student, if you don't have enough time during a lesson to get everything in, have the student go to your YouTube channel and view a relevant drill.
- ✔ When you hit a certain milestone in views of a particular video, announce that on your newsletter or via your PR releases to local media. A big number of views is a strong "news hook" for writers and broadcasters to include their coverage of you.

With more and more golfers conducting online research prior to investing in lesson programs, instructors without a YouTube presence are at a definite disadvantage. So, it's time to hop on the YouTube bandwagon to help grow your client base, enhance your visibility, and increase your bottom line.



For more details visit the Business Guides section of the members website and download the complete Golf Instructor's Guide to YouTube and the YouTube Playbook.

PARTNER SPOTLIGHT: SHOT BY SHOT

ShotByShot.com's Complete Game Analysis (www.shotbyshot.com) was designed to be simple enough for golfers at every level, yet offer enough unusual intelligence to engage top competitive golfers.



that is growing at more than 100 rounds entered and analyzed each day. This data helps to pinpoint the exact nature of strengths and weaknesses and set realistic improvement goals.

Call **203-968-1608** or email psanders@shotbyshot.com for more information or to sign up your students. Ask about our Proponent Group Special rate.

Here's what separates ShotByShot.com from other "stat" programs:

Intelligent Analysis – Our competitors just regurgitate numbers. We identify strengths and weaknesses and point out why.

Analyze Putting by Distance – We were the first to do this beginning in 1989. The new Strokes Gained Putting method used on the PGA Tour has been the foundation of our Putting analysis for over 20 years.

Analyze Short Game by Distance & Errors – "Saves" are nice but also involve putting. Our analysis is based upon a combination of how close one hits shots to the hole and errors (shots that miss the green).

Recognition of Errors – We were the first to build the dramatic impact that errors have on score into our analysis. No other stat program includes this important piece of the puzzle.

Unique Driving Analysis – While others simply track "Fairways Hit or Missed," our players categorize the relative severity of each missed fairway and receive real analysis as to the cost of their missed fairways - with specific hole-by-hole course analysis.

Long Game Analysis - Our patented Long Game Efficiency Index and Handicap is simple but remarkably accurate. This feedback is further adjusted for the relative difficulty of the courses played.

Real Comparative Data – We now have over 200,000 rounds of data

Changes to the program being tested now

Round Info		Front 9			
Enter Front 9 Round Information					
Help					
Hole #	1	2	3	4	Driving
Par	5	4	4	3	
Hit/Miss Result					
Approach Distance	200+	175+	125+	225+	Attempts to hit Gr
Approach Position	Fairway	Rough	Rough	Tee	
Penalty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
	Green				
GIR's					

Par for each hole @ course set up.

Approach distance and position

Approach penalties

What's all the fuss about Strokes Gained anyway?

This computer-model based analysis is why Shot By Shot was founded in 1989 and has been the backbone of our analysis ever since. We made the decision to make our Strokes Gained analysis invisible to subscribers when we created ShotByShot.com, for two reasons: First, it was such a departure from traditional golf stats that golfers were having a difficulty relating to it and found our conversion into Relative Handicap Levels far easier to grasp. Next, we did not want to make it easy for others to copy. With the increased publicity surrounding this better method of looking at the game, we see no reason not to take advantage of the growing interest. So here it comes.

ShotByShot.com is going ALL Strokes Gained. It was always running behind the scenes, now the numbers will be visible and further support our unique analysis. We are also adding new features as options: 1.) Hole by Hole scoring vs. par and, 2.) Approach shot distances, position and result analysis.



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

Take Advantage of All of Our Options

Contract Negotiations * Proprietary Compensation Information * Marketing Issues
Business Plans * Job Search Assistance * Public Relations * General Career Advice
Management Action Plans * Resume Review * Website Design * Logo Design
Teaching Building Design and Construction * Social Media Marketing * Instruction Trends

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

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 more than 325 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 or call 407-878-1235.

MEMBER MILESTONES

Please Welcome Our June New Members

T.J. Sullivan, GolfTEC - Halsted Row, Chicago, IL – Associate Member

Jordan Lintz, Great River G.C., Milford, CT – Associate Member

Rod Cook Moves to New Four Seasons at Walt Disney World as Director of Instruction

Longtime Proponent Group member, **Rod Cook**, who hosted our 2010 Summit at Four Seasons Las Colinas in Dallas, TX, has accepted the position of Director of Instruction at the brand new Four Seasons resort and golf club to open later this summer at Walt Disney World in Orlando. The Four Seasons has completely redesigned what was once Walt Disney World's Osprey Ridge course for their facility.



Take Our Certifications Survey and Help Us Rate Instructor Continuing Education Options

Over the past decade or so a variety of "teaching the teacher" certification programs have sprung up. Their purpose is to help golf instructors learn the intricacies of the game's new teaching technologies, various swing methodologies and putting and green reading techniques. Our members are among the most active teachers for attending these programs. Now we are asking you to tell us about your experiences with the many programs available.

This is the first time a survey has been conducted regarding these programs and we need your input to make this a valuable member benefit. The results will be posted in an upcoming newsletter and on our member-only website in the Teacher Certifications section. Just browse to that section and you'll see what fellow members have to say before choosing whether or not to attend it.

Use the link below to take the survey:
<https://www.surveymonkey.com/s/LW7W3W7>

Proponent Group Adds American Express Travelink Service to Member Benefits

Proponent Group is pleased to offer a new member



benefit and discount program that will provide you with a higher level of service and save you money on your travel expenses. We've partnered up with American Business Travel's Travelink service to provide our members with the highest level of travel booking assistance along with best-in-class air, car and hotel rates.

By direct phone or email, you will have access to Proponent Group's designated travel advisors to make your reservations. Travelink has great flexibility and can also assist you in setting up group travel when you take students on golf trips. You will have access to all airlines, hotels and rental car companies (including Southwest Airlines).

By accessing business travel pricing through American Express, you will have access to exclusive offers. Your most significant savings through this program will be for hotel, car rental and international air reservations.

All travel can be reserved and paid for with the credit card of your choice (it does not have to be an American Express card) and you will continue to earn your preferred mileage program credits as you do now.

Travelink charges \$10 for each booking for a hotel and/or auto rental and \$25 for each flight reservation. When booking a flight there is no additional fee for adding a hotel and/or auto rental reservation to the trip.

Proponent Group also earns travel credits from Travelink based on the volume of our members' bookings. These credits will lower company costs for future education events, which in turn benefits the membership.

Contact **John Higgins** at Travelink at **615-277-5174** or email him at john.higgins@travelink.com to set up your account and to ask any questions you may have about the program.

For complete details on using the Travelink program you also may visit the Member Discounts page on the members' only website.

The Proponent Team:

Lorin Anderson President

David Gould Staff Editor

Lori Bombka Operations Manager

Debbie Clements Accounting



1513 Cherry Ridge Drive

Heathrow, FL 32746

407-878-1235 Phone

321-363-1191 Fax

The Premier Network of Golf Instructors

Copyright ©2014 Proponent Group. All rights reserved.