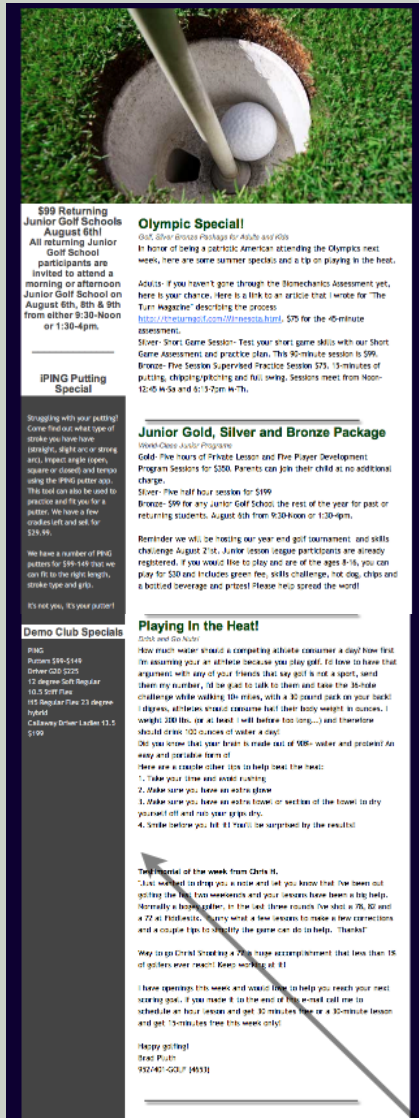


NEWSLETTER MAKEOVER CONTEST

Tips For a Better Newsletter



Before **After**

Brad Pluth's newsletter gets the makeover treatment this month in our informal contest. First up, it lacked a "masthead." It's ability to get the reader's attention is increased by the addition of Brad's portrait photo.

Adding to the masthead is "tagline" copy: "News and Views from Brad Pluth's Lesson Tee in Chanhassen, Minnesota"

Meanwhile, the photo that does lead off the newsletter, a shot of a ball in the bottom of a cup, was actually ideal as a "kicker" image, used to signal readers that they've come to the end. It would echo real life, in which the hole is completed after your putt is sunk. Once it got moved down to the bottom of the document, it seemed to need a sign-off message. We added: "Thanks for reading, have fun and play well!"... "Next issue comes out on "Date TBD"

His two-column concept was counter-productive, so single-column was tried instead. Our reasoning: The content in the narrow, left-hand column that is dark gray didn't particularly differ in nature from what went in the right-hand column. A reader naturally looks at a setup like this and thinks: "OK, the

main message is on the right, and some extra bonus-y stuff is on the left." That's really not the case, at least based on seeing this one issue.

Much of the type seemed to us to be too small. We went for a significantly larger text. This is a very common mistake. Remember that the average age of core golfers is nearly 50 years old and they generally have difficulty reading small text.

At the bottom of Brad's website is a cluster of logos, indicating the programs he has gone through and the certifications he has earned. We felt these should come at the end of the newsletter, just before the ball-in-cup image. We then opted to drop in some "call to action" copy, centered, and ganged the logos under it. Here's that text: "Any of your friends been talking about these game-changing teaching concepts? Tell them Brad Pluth is trained and certified to teach them all." The result is a better-organized, more flowing presentation, and more reader engagement.



Olympic Special!

Golf, Silver-Bronze Package for Adults and Kids
In honor of being a patriotic American attending the Olympics next week, here are some summer-specials and a tip on playing in the heat.
Adults- If you haven't gone through the Biomechanics Assessment yet, here is your chance. Here is a link to an article that I wrote for "The Turn Magazine" describing the process <http://theturngolf.com/Minnesota.html>. \$75 for the 45-minute assessment.
Silver- Short Game Session- Test your short game skills with our Short Game Assessment and practice plan. This 90-minute session is \$99.
Bronze- Five Session Supervised Practice Session \$75. 15-minutes of putting, chipping/ pitching and full swing. Sessions meet from Noon-12:45 M-Sa and 6:15-7pm M-Th.

Junior Gold, Silver and Bronze Package

World-Class Junior Programs
Gold- Five hours of Private Lesson and Five Player Development Program Sessions for \$350. Parents can join their child at no additional charge.
Silver- Five half hour session for \$199
Bronze- \$99 for any Junior Golf School the rest of the year for past or returning students. August 6th from 9:30-Noon or 1:30-4pm.
Reminder we will be hosting our year end golf tournament and skills challenge August 21st. Junior league participants are already registered. If you would like to play and are of the ages 8-16, you can play for \$30 and includes green fee, skills challenge, hot dog, chips and a bottled beverage and prizes! Please help spread the word!

\$99 Returning Junior Golf Schools August 6th!

All returning Junior Golf School participants are invited to attend a morning or afternoon Junior Golf School on August 6th, 8th & 9th from either 9:30 Noon or 1:30-4pm.

Playing In the Heat!

Drink and Go Nuts!
How much water should a competing athlete consume a day? Now first I'm assuming your an athlete because you play golf. I'd love to have that argument with any of your friends that say golf is not a sport, send them my number, I'd be glad to talk to them and take the 36-hole challenge while walking 10+ miles, with a 30 pound pack on your back!
I digress, athletes should consume half their body weight in ounces. I weight 200 lbs. (or at least I will before too long...) and therefore should drink 100 ounces of water a day!
Did you know that your brain is made out of 90%- water and protein? An easy and portable form of
Here are a couple other tips to help beat the heat:
1. Take your time and avoid rushing
2. Make sure you have an extra glove
3. Make sure you have an extra towel or section of the towel to dry yourself off and rub your grips dry.
4. Smile before you hit it! You'll be surprised by the results!



iPING Putting Special

Struggling with your putting? Come find out what type of stroke you have (straight, slight arc or strong arc), impact angle (open, square or closed), and tempo using the iPING putter app. This tool can also be used to practice and fit you for a putter. We have a few crates left and sell for \$29.99.
We have a number of iPING putters for \$99-149 that we can fit to the right length, stroke type and grip.
It's not you, it's your putter!

Demo Club Specials

iPING Putters \$99-\$149
Driver C20 \$225
12 degree Soft Regular
10.5 Staff Flex
115 Regular Flex 23 degree hybrid
Callaway Driver Ladies 13.5 \$199

Testimonial of the week from Chris H.

"Just wanted to drop you a note and let you know that I've been out golfing the last two weekends and your lessons have been a big help. Normally I've shot a 78, 82 and a 72 at Fiddlestick. Funny what a few lessons to make a few corrections and a couple tips to simplify the game can do to help. Thanks!"

Way to go Chris! Shooting a 72 is huge accomplishment that less than 1% of golfers ever reach! Keep working at it!
I have openings this week and would love to help you reach your next scoring goal. If you made it to the end of this e-mail call me to schedule an hour lesson and get 30 minutes free or a 30-minute lesson and get 15-minutes free this week only!
Happy golfing!
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