

STATE OF THE INDUSTRY

Are You a Visible or Invisible Instructor?



By Lorin Anderson, President

To be honest, I'm getting tired of having golf instructors make the same comment to me over and over about how certain peers are "just marketers" and that's why they are on the Golf Magazine Top 100 list, or that's why they won the Section Teacher of the Year award or that's why they got the job at the ritziest club in town.

If you're really a better instructor, with more success stories, better communication skills and the best technical knowledge, then maybe the real fault lies with you.

The fact is, if all of the above is really true, why are you still invisible, or at least less visible than your peers? The fact is, they have cut through the noise to elevate their teaching brand. Let's be clear, I'm not here to identify who is the best teacher. This column is about identifying how certain teachers become better known for their abilities.

You Are Your Own Director of Marketing

As we've discussed at Proponent Group events for years, you are your own Director of Marketing. Except in rare instances, nobody else is going to do the legwork to build your teaching brand for you so put some effort into telling your story to create more visibility. Do this effectively and golfers are drawn to book lessons or – in the case of your peers – to acknowledge your skills when they are voting for awards and lists, which, in turn, creates even more visibility and your brand continues to grow.

Marketing for a high-quality instructor is demonstrating competence to the public and your fellow teachers. This can be accomplished in a variety of ways such as:

Being a Leader

Offer to serve on your section's education committee and/or volunteer to present at your local section instruction events. Position yourself as a leader in your region by getting in front of your peers whenever possible and you'll likely see yourself starting to be nominated for various awards and lists. The fact is Best in State lists are often heavily weighted towards teachers who have been presenting at section events.

Building a Big Peer Network

A big part of attending Proponent events, PGA and LPGA Teaching Summits and major certification programs is that they allow you to expand your peer network and showcase what you do uniquely well. The teachers who have the most industry visibility attend multiple industry events every year.

Tapping into Media Opportunities

Make sure your local media know who you are and your areas of expertise. Send an email to the local sports reporters and editors letting them know you would be pleased to help them anytime. After the initial contact, don't be afraid to stay in touch with them with news about your teaching success stories or industry accolades to remind them that you are an asset when they are working on a golf-related story. Media coverage adds fuel to the fire by fostering the perception of competence while creating more visibility.

All of the above create a cycle that feeds off each other creating new opportunities for you to shine and to be more visible. If you combine more visibility with quality teaching skills, very good things will come out of your efforts.

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