

# GO GET GOLF READY

## PROGRAM MANUAL



# GET GOLF READY

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# I. INTRODUCTION

## A. OVERVIEW

Get Golf Ready is an industry-wide branded program that has three main goals:

- 1) To bring new golfers into the game in a fast, fun and affordable way;
- 2) To bring former golfers back to the game; and,
- 3) To increase the frequency of play of occasional golfers.

The Program was created to grow the game of golf by providing education and instruction to participants at existing golf facilities throughout the country. Participating facilities will administer the program, provide personnel and resources to promote and staff the program, ensure compliance with program guidelines established by The PGA of America and GOLF 20/20 and provide periodic reports regarding the status and success of the program.

The objective is to deliver a consistent Get Golf Ready experience at an affordable price for adult consumers from coast-to-coast, where they will learn the game through a series of group lessons and transition to on-going playing opportunities. By participating in this program, students will be well on their way to becoming bona fide golfers with an appreciation for the history, rules and etiquette of the game.

A detailed curriculum is provided to achieve the highest participant satisfaction and retention. However, host PGA and LPGA Professionals have flexibility and are encouraged to modify the program to best fit their facility.

Once the *Get Golf Ready* programs are posted on the Get Golf Ready Website, *GetGolfReady.com*, consumers will be directed to this site to search for a program in their area. Golf facilities hosting Get Golf Ready programs will promote schedules for both the group lessons and playing opportunities on the site. Consumers will find Get Golf Ready programs through the web site search – therefore it's important to have all Get Golf Ready events posted online.

### **Get Golf Ready Fun Fact:**

In 2012, there were 3,065 certified GGR facilities – they averaged 35 students per facility, 42 percent were new golfers and 61 percent were women. 83 percent of students from 2012 continued to play or practice and spent an average of \$1,069.

## B. ELEMENTS OF THE PROGRAM

**LEARN:** The offering of a national, affordable five-lesson group instruction package under the title of ***Get Golf Ready*** at a price of \$99 per person (price is flexible, with current site prices ranging from \$50 to \$199) which includes on-course activities, as well as the history, rules and etiquette of the game, during each of the five lessons.

**GGR 2:** The second level of Get Golf Ready (Get Golf Ready 2) has been added as a guideline for an optional next step for instruction. In addition, four target audiences have been added to include women, families, seniors and couples as well as marketing templates to help promote Get Golf Ready Outings and Get Golf Ready Leagues.

**PLAY:** On-course playing experiences in a casual yet structured setting using fun, group-oriented, skill enhancement formats designed to get people comfortable with playing, while meeting golfers of similar abilities (i.e. future golfing partners) and learning about history, rules and etiquette of the game in a casual and

friendly setting. *Get Golf Ready* golf outings or beginning programs will be offered on an on-going basis throughout the season, with golfers paying greens fees for each session. Golf fees and the number of holes offered per playing experience will vary by facility.

### **C. BECOMING A CERTIFIED HOST FACILITY**

Prospective host facilities must view the introductory video and complete a Facility Application stating they agree to the basic program criteria (see below). Only golf facilities that display the means and commitment to properly implement this program will be designated as official host facilities.

Upon approval, each host facility will receive a package of materials as well as links to online resources. The facility will receive instructions on how to promote classes on the website for event listings and student registration. Most importantly, facilities will enjoy the benefits of a nationally branded program that carries the clout associated with all of the supporting organizations.

A certified facility agrees to satisfy the following criteria for Get Golf Ready:

- Read the Get Golf Manual and follow its basic parameters.
- Provide a minimum of three on-course experiences during the Get Golf Ready Golf session.
- Host Get Golf Ready graduate outings, beginner leagues or other structured yet casual play.
- Provide the number of participating students in end-of-year annual report.
- Share database of student information with GOLF 20/20 and The PGA of America.
- Report incremental spending of Get Golf Ready students and graduates.
- Offer the program at an affordable price.

When students complete the five lesson Get Golf Ready experience, they will:

- Have a basic skill and foundation to play the game;
- Be familiar with “It’s Okay” Hints and “Ready Golf” Hints as a way to play;
- Know what to do when arriving at the golf course;
- Understand the difference between various golf clubs;
- Know the importance of playing “ready golf”;
- Understand the proper usage of golf carts;
- Remember safety tips;
- Understand the various markings used on the golf course;
- Know how to execute basic golf skills comfortably; and
- Have an appreciation for the history, rules and etiquette of the game.

Upon graduating, it is important to maintain communication and give Get Golf Ready students ongoing activities such as Get Golf Ready 2, Get Golf Ready Outings and Leagues other programs.

Combining the Get Golf Ready elements, students will benefit from extensive instruction and practical experience to feel confident and have fun while playing golf.

### **D. BENEFITS OF BEING A CERTIFIED HOST FACILITY**

Many proactive golf professionals have already put forth a substantial amount of initiative in creating their own player development clinics. We encourage those hosting similar programs to host this branded experience and take advantage of the collateral and training materials being provided as a Get Golf Ready host facility.

#### **i. Collateral Materials and Templates**

All host facilities will receive a supply of posters, brochures and other materials that designate the facility as an official host site. Sample press releases and marketing templates are available for downloading from the *PGALinks.com* and *Golf20.net* websites.

**ii. National Marketing Support**

- *GetGolfReady.com* will provide consumer education, including an up-to-date listing of available host facilities and track participation
- Special Events, integration of promotions with Get Golf Ready Clinics/Play Golf America Days, consumer events, industry functions and other programs
- Direct Marketing, via e-mail campaigns

**iii. Branded Program With Proven Results**

- Increased Rounds and Revenues
- Additional stream for instruction income
- Increased apprentice or assistant compensation
- Enhance your value to your employer

**E. PROJECTED FINANCIAL IMPACT PER FACILITY**

Through the various phases of these player development programs, data has been collected to gauge the impact in terms of retention and spending among new and occasional golfers. Statistics for these various programs have been fairly consistent with one another over the past few years.

Based on 2012 Get Golf Ready results, 83 percent of Get Golf Ready participants continue to play and practice in their first year. Golf facilities averaged 35 participants spending an average of \$1,069 annually on golf related products and services (instruction, golf fees, merchandise, etc.)

	Low	Medium	High
Number of Get Golf Ready Graduates	30	50	100
<i>Standard Get Golf Ready Fee</i>	\$99	\$99	\$99
<i>Cumulative Get Golf Ready Revenue</i>	\$2,970	\$4,950	\$9,900
<b> </b>			
GGR Graduates who Continue Playing Golf/ Golfers Retained (83%)	25	41	83
<i>Average spend per golfer (Not including \$99 GGR program fee)</i>	\$970	\$970	\$970
<i>New Golfer Spending (Not including \$99 GGR program fee)</i>	\$24,250	\$39,770	\$80,510
<b><i>Total Spend From New Golfers</i></b>	<b>\$27,220</b>	<b>\$44,720</b>	<b>\$90,410</b>

NOTE: Get Golf Ready students did NOT report where they are spending. It is likely they are spending on golf at multiple locations, including retail stores. The better relationships you establish with your Get Golf Ready students may result in a higher percentage of sales at your facility.

These figures are contingent on a number of factors, including continued local marketing to students before, during and after programs, plus establishing an ongoing relationship with each student at your facility. Depending upon how *Get Golf Ready* is implemented, along with your golf outings and player development programs, these numbers could be even higher.

**F. ADMINISTRATION**

**i. Role of Golf Industry and Leading Organizations**

On behalf of the entire golf industry, The PGA of America is managing this program and benefiting from the strong leadership and support from the Get Golf Ready Advisory Committee comprised of Industry leaders.

A leadership team from The World Golf Foundation, LPGA, NGCOA and The PGA of America was responsible for developing the manual and curriculum.

Functions delivered by the Industry:

- Garner industry support in terms of financial resources, product and promotion
- Develop and deliver training materials, guidelines and collateral
- Coordinate marketing campaign
- Generate funds to conduct and promote program nationally, plus revenue for local marketing incentives
- Manage industry-wide website
- Coordinate measurement program to track results

**Key Contacts:**

Le Ann Finger, PGA, LPGA  
The PGA of America  
(561) 624-7628

Bethany Denzer  
The PGA of America  
(561) 630-1763

**ii. Role of Host Facilities**

It is important for the host facility to be responsible for planning, coordinating and managing all aspects of the Get Golf Ready program in their local area. All fees collected for the Get Golf Ready program as well as Get Golf Ready Golf Outings are retained by the host facility. By following the steps outlined in this manual, host facilities will be driving additional revenue to their facility.

## II. PLANNING TO HOST GET GOLF READY

### A. TAKE INVENTORY OF EXISTING PROGRAMS

#### i. Identify programs that could meet *Get Golf Ready* criteria

Take an inventory of player development/beginner programs and compare to the Get Golf Ready criteria or curriculum. Remember, this program is designed to be flexible.

#### ii. Identify programs to use as feeder/promotional opportunities

Consider scheduling additional sessions. Consider using different market niches or target audiences (women, families, couples, seniors) and formats (five week program vs. one week program).

### B. SCHEDULING EVENTS

**As early as possible**, start developing the overall schedule and allow four to eight weeks lead time for planning. Be sure to include scheduling for:

**Off-Site Marketing** - Allow four to six weeks for preparation and placement of your advertising and implementation of your marketing campaign. All marketing should be in place no later than two to three weeks prior to your first session.

**On-Site Marketing** - Posters, brochures and postcards should be on display at least three weeks before your first session.

**Orientations (Optional)** – If you choose to offer an orientation, schedule it to take place at least one week before the first clinic and **at least** two weeks after your marketing campaign is in place (preferably three to four weeks).

**Group Lessons** - Schedule at least three group lesson sessions, each with a series of five lessons. You are encouraged to include sessions targeted to niche audiences, such as women, seniors and families.

Keep in mind that the majority of the participants work during the day. When scheduling for the second tier of sessions, plan to reserve one week between each five-week session for a “catch up day” (much like a starter’s time). This can serve as a rain date, a make-up date, or simply a break for the staff before kicking off the next group of sessions.

Since the majority of the students are employed, it is recommended to schedule your lessons to begin after 5 p.m. on weekdays and at a convenient time on the weekends. Keep in mind the “on-course” element and plan when you will be able to find open holes.

**Retention Activities** – Since the true measure of success depends upon retaining these golfers, scheduling “beginner friendly” opportunities is crucial. This is why Get Golf Ready golf outings are a vital component. Reports show that traditionally beginner golfers are retained at 50%. Of those golfers retained after one year who were provided a regular place to play, they are retained at 81% vs. only 30% retained without regular playing opportunities. It’s important to offer regular playing opportunities for your Get Golf Ready graduates as well as keeping in communication with your students.

You should schedule a variety of on-going options for graduates and golfers of similar abilities to play or continue learning throughout the season. It is recommended holding these outings at least twice a week over a 12-20 week period.

- Be sure to stress these programs are geared to beginners
- Base all play on “It’s Okay”
- Find times when you feel beginners can access your course and you can provide mentor support
- Try to limit formats to a two hour on-course maximum
- Price should be affordable, yet not given away for free, and will be contingent on your current fees

### C. POSTING EVENTS

Once you have determined which events you plan to host, follow-up by listing the events on ACTIVE.com – the online event registration system created specifically for player development programs and golf events. It’s quick to set up, easy to manage and a complimentary benefit with no start-up fees or monthly costs.

ACTIVE provides consumers with an easy listing of all events scheduled at your facility and provides a means for you to retain them as students and golfers. [Click here](#) to download the step-by-step guide to set up an ACTIVE account.

**NOTE: You must have at least one program listed on ACTIVE.com in order to be promoted through the “find a program search” on the Get Golf Ready website.**

### D. BUILDING A TEAM/PREPARING YOUR STAFF

The first step in preparing to offer these programs is building your team. Rather than assuming the golf professional will handle everything, it has proven to be far more successful if you form a team atmosphere, where each individual does what he or she does best. Together, you can establish your own goals for the season and achieve them as well.

#### **Get Golf Ready Fun Fact: Lost Opportunity**

When calling GGR facilities in 2012, 45 percent of the golf shop staff at certified facilities answering the phone, stated they were not aware of any programs for beginners. Prepare your staff to give new golfers a welcoming experience. Do not let your staff turn away business because a new golfer didn’t ask for a beginner program by a specific name.

**Golf Course Owner/Operator** – Agree to host the program and fully support this initiative, i.e. Give PGA/LPGA Professionals resources and support to succeed.

**A PGA/LPGA Professional** – Is generally responsible for overseeing the program at the facility level, forming the necessary on-site team, delegating responsibility and insuring follow-up.

**PGA and LPGA Professional Instructors** – More important than providing instruction, PGA and LPGA Professionals must make Get Golf Ready FUN! These individuals must have an outgoing and gregarious personality for this to truly produce the desired results. They must also have a passion for teaching beginners. If your facility does not have a PGA or LPGA Professional, please let us know and we can assist you in locating an instructor.

**Golf Operations Staff** (Golf Shop, Cart Barn, etc) – It is vital that every member of your staff is aware of Get Golf Ready program and how important it is to make students feel at ease when coming to the golf

course. At all times, these staff members can make or break a lasting impression and you want staff to be as positive and helpful as possible.

**Program Administration** – This should *not* be the responsibility of the instructor, as he/she is more likely to be on the lesson tee rather than being in the clubhouse or shop. The program administrator is responsible for all of the administrative functions, such as registration, processing payments, data collection, reports, Website updates and all paperwork associated with the program. He/she should be the day-to-day “go-to” person for inquiries, scheduling, processing registrations, etc. **It is essential for each club to make sure this person enters the necessary data into the Website in order to measure success.**

**Marketing Representative** – If there is an individual within your current staff who has an outgoing personality and suitable presentation style, consider designating him/her as the marketing representative for your club. This person would be responsible for sending information to everyone on your mailing list (preferably by e-mail), previous tournament clients and especially neighboring businesses. If appropriate, he/she could be eligible for an incentive for any sales they make.

**Golf Course Superintendent** – The superintendent and his/her staff should be included from the beginning. A golf course can be intimidating. The staff taking care of the course needs to be aware of the Get Golf Ready program, the starting level of students and the purpose of on-course experiences. If the golf course staff ever comes in contact with your students, it is extremely helpful to have them involved in the program.

**Volunteer Mentors** – One of the most common suggestions from active host sites was to identify a handful of apprentices, life members or avid and experienced volunteers who have a solid understanding of the game and in particular, on-course etiquette. After providing these mentors with an overview, they can then serve as “mentors” for the on-course experiences and Get Golf Ready golf outings. In addition to reinforcing the information that the golf professional has already provided, they also serve as a sensitive ranger to insure speed of play. Each mentor can oversee several groups of new golfers out on the course during their on-course experiences, focusing primarily on proper on-course behavior and speed of play. This provides the new golfers with a sense of comfort and minimizes the concern of slow play.

Together, your team can begin to create a timeline from which to launch your player development programs.

### ***Staff Training***

The first step in training is to have all key members of your team review the program manual to understand the scope of the process. Assign each person a role and ask that he/she fully understand the guidelines that pertain most to him/her. All guidelines are available in the Leadership Resource Center of the Website.

## **E. PRICING AND FEE ALLOCATION**

The registration fee will generally be set at \$99, with flexibility on the pricing structure by facility, as the marketing campaign stresses the affordable nature of the program.

Prior to the program, each facility should determine how each registration fee will be divided between the facility and the teaching professional. It is left to each host to determine how to specifically allocate this fee between professional instructor fee, range balls and/or facility fees. It is recommended the professional receive all or a majority of this revenue. You may consider investing a portion in a Get Golf Ready Golf Outing fund, to pay for mentors and helpers as your students come back to play.

### III. MARKETING

#### A. BUILDING A MARKETING PLAN

The key to the success of the Get Golf Ready program is what you do at the local level to promote your events and programs. Review the manual completely and follow the steps to develop and implement your plan and take advantage of all resources provided.

Some key elements in your plan should include:

- Objectives
  - a. Set objectives that have the biggest impact on your facility's business
  - b. Include number of new golfers generated, percentage of women, number of family rounds, any membership sales, number of classes, participants, next level instruction, etc.
- Programming Functions
  - a. Identify what you want to accomplish, who will be responsible and timelines.
- Budget
  - a. Estimate the desired net impact to your bottom line based on the participation objectives

#### B. BRANDING

The greatest asset we have in branding and promoting this program is the support from the entire golf industry. To maximize the value and impact of marketing efforts, the Get Golf Ready brand needs to be reflected in the consistency of how this program is conducted. Golfers need a similar experience regardless of where they participate. No other player development program before has had the involvement and commitment of every corner of the industry, from the associations and manufacturers to the course owners and the media.

#### C. COLLATERAL MATERIALS

Approved facilities will receive a supply of the following promotional materials including ad and press release templates, brochures, posters and cart cards.

Look for ideal locations in and around the facility to feature your promotional items - the golf shop, the practice range (ball dispenser), restaurant, locker rooms and restrooms, even in local restaurants nearby.

**Signage** - Each facility will be responsible for ordering their own signage based on what works best for them. Displaying these items well in advance of your first orientation will increase your word-of-mouth advertising.

**Target audiences** – Download GGR flyers designed for the specific target audiences (women, families, couples, seniors, GGR 2, GGR leagues, GGR outings) to help generate interest from those specific groups. Access these files at [GetGolfReady.com](http://GetGolfReady.com).

#### D. LOCAL MARKETING –

The key to the success of the Get Golf Ready program is what you do at the local level to promote your events and programs. Review this manual completely and follow the steps in this section to develop and implement your plan and take advantage of all resources provided.

##### i. Community Based Marketing

It's important to get out into the community to promote the game and your facility. Community and civic organizations can be major sources of customers for all participating host facilities. These include

the local chamber of commerce, charitable organizations, parks & recreation departments, etc. If at all possible, it is recommended that the group divide the responsibility of contacting such groups. Another great example of community based marketing involves hosting beginner clinics as an added service for corporate events. This is a great way to bring customers back to your facility. Other Community Marketing opportunities include: Chamber of Commerce, City employees, YMCA and YWCA, police and fire departments, hospitals, local charities, schools, service clubs, local businesses and corporations, health clubs, local golf shops and churches.

#### **ii. Direct Email/Mail**

There are a variety of ways to establish one-on-one personal communications with consumer groups through regular emails to your data base or even direct mail.

#### **iii. Digital/Social Media**

Today more than ever it's important to reach consumers in the way in which they want to be communicated. Maximize the use of your own website as well as nationally branded websites *PlayGolfAmerica.com* and *Get GolfReady.com*. Digital plans should also include the use of Facebook, Twitter, Pinterest and other social media campaigns you and/or your customers use. This is the best way to reach women as well as younger populations.

#### **iv. On-Site**

Download and use the GGR brochures and flyers, customized templates or design your own to help promote the programs at your facility. Be sure to include these in the golf shop, locker areas, snack bar/grill area, golf carts and bulletin board areas. Encourage existing golfers to bring a friend or family member who may not currently play golf.

#### **v. Corporate**

Many Get Golf Ready facilities have had great success marketing to companies and businesses in their area. Much like golf leagues, companies see value in having employees participate as a group. Offer your Get Golf Ready programs to local companies and businesses as a health/wellness and team building program.

#### **vi. Cross-marketing with other programs**

Take a look at other promotions you currently host at your facility such as Welcome to Golf, Women's Golf activities and Family Golf activities - use these programs to introduce consumers to Get Golf Ready or remind the Get Golf Ready students of other promotions you host at your facility. Offer Get Golf Ready concurrently with Junior Golf Programs – it encourages parents to learn golf while their children are learning golf. Once again, it's a great way to grow participation in the game and to bring customers back to your facility.

#### **vii. Public Relations**

It's important to generate awareness of your Get Golf Ready programs through local marketing. Consider inviting select members of the media to participate in the Get Golf Ready program, such as local news anchors, etc. to involve a local "personality" to attract more media exposure. Use the variety of GGR templates to help establish relationships with local newspaper reporters, radio personalities and television anchors.

#### **viii. Advertising**

If you decide to purchase paid advertising, it's important to weigh the options on what can deliver the best return on your investment and perhaps quantify the conversion of the ad spend into business. An alternative for using cash for ads, is to barter with local businesses. Facilities also report use of affordable advertising from local radio and cable companies.

## IV. GET GOLF READY LESSON CURRICULUM

### A. CURRICULUM

It is recommended the Get Golf Ready be delivered in five group lessons, as follows:

Lesson One	Putting
Lesson Two	Chipping and Short Game
Lesson Three	Irons and Full Swing
Lesson Four	Driving and Full Swing
Lesson Five	Playing a Hole

Again, this is flexible and later in this chapter there are suggested details to cover in each lesson:

Instruction Elements  
Instruction Experiences  
Playing the Game Information  
Pace of Play  
Fitness Elements

### B. INSTRUCTOR'S ROLE AND EXPECTATIONS

One thing learned from all player development programs that have been done in the past is:

***The most important element of this program is  
the relationship between the instructor and the students.***

**MAKE GOLF FUN!**

*"Teaching students how to have fun may be the top priority. The golf skills will follow."  
—Ted Bishop, PGA President*

It is critical that the instructors in the Get Golf Ready program believe in what they are doing. They must be passionate about teaching the game and its positive values and about creating new players. An enthusiastic and outgoing personality will always help in creating excitement and fun. The instructor's responsibilities are to:

- Establish a personal connection with each individual coming through the program; let them know you care about their comfort and progress and that you are committed to their success. Have students write their goals.
- Find creative ways to make the learning process FUN.
- Stick to the basic format of the program, but tailor it as needed to each different group of students.
- Be prepared to offer supplementary tutoring sessions to students having trouble in a specific area – these can be specialty clinics.
- Commit to the transition. Making the transition from the range to the course is often the most difficult element of the learning process for a new student. The instructor is integral to making that process smooth and comfortable. Utilize mentors whenever possible.
- Follow up with all your students. Make sure they come back for Get Golf Ready Golf Outings and encourage them to come out to clinics and new player events. Call them on a regular basis to see how they are coming with their game. Encourage them to practice more often. Instructors should have programmed follow-up and tracking in place to keep connected with students. **Let them know that you care about their progress and are there to help if it's needed.**

### C. PROVIDING A ‘WELCOME TO GOLF’ ORIENTATION (OPTIONAL, BUT IMPORTANT)

Research has shown that facilities that host complimentary “orientations” prior to the paid sessions have a significantly higher number of participants and retention. It’s that simple!

The primary objectives of the orientation are to:

- Make everyone feel welcome
- Create a bond between the instructors and the prospective students
- Give the attendees a level of comfort at the facility (a Golf “101” tour)
- Provide an overview of the program so that everyone knows what to anticipate
- Introduce beginning players to each other in a social environment
- Enthusiastically convey that golf is fun
- Secure payment and sign-up for lesson series
- Use “Welcome to Golf Month” to help generate promotion

### D. GET GOLF READY - GROUP LESSON CURRICULUM AND LESSON PLANS

The following five lesson plans are designed to be a suggested guideline of what to cover in each lesson segment. You have the flexibility within each lesson of which topic(s) to cover, however, it is recommended each lesson provides an on-course experience after the instruction segment. Each lesson will include elements introducing participants to the history, etiquette and values associated with the game. Remember each session should run 60-to 90-minutes and golf clubs and balls should be available for students at no cost.

**NEW:** Use Get Golf Ready to impact Pace of Play.

Is Pace of Play a concern at your facility? If so, you should use Get Golf Ready as a great opportunity to train golfers and help them develop routines to influence Pace of Play. Using the “It’s Okay Hints” and “Ready Golf Hints” these suggestions can be delivered in a non-intimidating manner. Suggestions for use of both have been integrated into each of the five lessons.

Instructors have the flexibility to modify this curriculum.

#### Lesson One

##### Putting

###### Instruction Elements

- Introduction to the game
- Posture, Grip, Aim
- Putting: Introduction

###### Instruction Experience

- Practice Area:
  - Warm-up: Introduce techniques
  - Conduct instruction to cover Introduction to the Game and Posture, Grip, Aim
  - Conduct instruction to cover Putting – skills, drills and games
- On Course:
  - Use an open green for Putting skill application – or set up a putting tournament
  - Reading greens skill application

###### Playing the Game Information

- Goal of Golf – use fewest strokes possible to get the ball in the hole
- History & overview of etiquette / sportsmanship
- Review of different areas of the golf facility
- Safety

- Overview of different golf clubs
- What to have in golf bag (sunscreen, bug spray, Band-Aids, hat, snacks, etc.)
- Importance of practice
- Attire (i.e. looking like a golfer, dress codes and proper shoes)
- Cell phones – turn off or leave in car
- Basic rules concerning the putting green and flagstick
- Etiquette associated with putting, taking care of putting green (standing in line of putt, picking up feet, repairing ball marks/damage)
- Marking golf ball on the green

Pace of Play – “It’s Okay Hints” and “Ready Golf Hints”

- As a new golfer, it’s okay to just chip and putt on a hole
- As a new golfer, it’s okay to not putt out (just pick your ball up near the hole on the green)

Fitness Elements – [Click here](#) for additional description

- Discuss importance of warm-up and hydration while playing and practicing
- Torso Rotations
- Pelvic Rotations

Recommended Homework for fitness:

- Perform Angry Cats, Kneeling Opposites and Kneeling Sprinklers

## Lesson Two

### Chipping and Short Game

Instruction Elements

- Review: Posture, Grip, Aim
- Review: Putting
- Chipping, Pitching & green-side bunker: Introduction

Instruction Experience

- Practice Area:
  - Warm-up: Introduce techniques
  - Conduct instruction to cover Chipping & Pitching skills, drills and games
  - Conduct instruction to cover Bunker skills, drills and games
- On Course:
  - Use actual green for Chipping & Pitching skill application (show detail differences in technique and shots)
  - Use actual bunker for instruction and skill application

Playing the Game Information

- Purpose of Chipping, Pitching and green side bunkers, and Goal of Golf
- Introduction to golf carts – where and how to place golf bag, driving, using cart paths, where to park, staying away from greens and bunkers, 90 degree rule.
- Taking care of the course: repairing divots; entering/exiting/raking bunkers
- Speed of play: Being aware of other golfers on the course

- Safety

Pace of Play – “It’s Okay Hints” and “Ready Golf Hints”

- As a new golfer, it’s okay to take a better lie for a better shot
- As a new golfer, it’s okay to throw the ball out of a bunker

Fitness Elements - [Click here](#) for additional description

- Review Fitness Elements from Lesson One
- Single Leg Balance
- Deep Squat Progression

Recommended Homework for Fitness:

- Continue with homework from Lesson One
- Perform Torso Rotations, Pelvic Rotations, Single Leg Balance, Deep Squat Progression and Half Kneeling Hip Flexor Stretch.

### Lesson Three Irons and Full Swing

Instruction Elements

- Review: Posture, Grip, Aim
- Review: Chipping, Pitching & Green-side Bunker shots
- Warm-up: Introduction
- Full Swing / Irons: Introduction
- Fairway / Rough Bunkers: Introduction

Instruction Experience

- Practice Area
  - Warm-up: Introduce techniques
  - Conduct instruction to cover Full Swing / Irons skills, drills and games
  - Conduct instruction to cover Fairway & Rough differences
- On Course
  - Use actual hole for Full Swing / Iron for skill application, hit shots from both the fairway and rough
  - Use actual fairway bunker for instruction and skills, drills and games

Playing the Game Information

- Purpose of Iron shots and Goal of Golf
- Importance of warm-up, avoiding injury
- Review using golf carts, where to leave golf bags if walking
- Safety
- Review difference between clubs
- Ready Golf - introduction to which golfer in a group plays first
- Importance of being able to identify your golf ball
- Basic rules of green vs. fairway/rough/bunkers, etc.
- Introduction to “It’s Okay” way to play
- Divots – divots are good, but need to be repaired

Pace of Play – “It’s Okay Hints” and “Ready Golf Hints”

- As a new golfer, it's okay to take a better lie for a better shot – it's even okay to tee up the ball everywhere on the course
- As a new golfer, it's okay to move your ball away from trees, rocks and hilly lies

Fitness Elements - [Click here](#) for additional description

- Review Fitness Elements from Lessons One and Two
- Add Staggered Stance Torso Rotations
- Shoulder Circles

Recommended Homework for Fitness:

- Continue with homework from Lessons One and Two
- Perform Torso Rotations, Pelvic Rotations, Single Leg Balance and Deep Squat Progression, Half Kneeling Hip Flexor Stretch, Staggered Stance Torso Rotations, and Shoulder Circles

## Lesson Four

### Driving and Full Swing

Instruction Elements

- Review: Posture, Grip, Aim
- Review: Full Swing / Fairway & Rough Bunkers
- Full Swing / Woods: Introduction

Instruction Experience

- Practice Area
  - Warm-up: Introduce techniques
  - Conduct instruction to cover Full Swing / Woods skills, drills and games
  - Conduct instruction to cover Fairway Woods skills, drills and games
- On Course
  - Use the tee area on an open hole for Full Swing / Woods skill application (have every student hit a few shots from the tee)
  - Use an open hole/fairway for Full Swing / Fairway Wood skill application

Playing the Game Information

- Purpose of shots with Woods and Goal of Golf
- Teeing a golf ball – how, why and when
- Introduction to the various teeing areas and tee markers - deciding which tee markers to use, who tees off first
- Introduction to the PGA Family Course program
- Where to park your golf cart at the teeing area/putting green
- Speed of play – playing ready golf, knowing when to play, etc.
- Safety, where to stand

Pace of Play – “It's Okay Hints” and “Ready Golf Hints”

- As a new golfer, it's okay to play from the shortest tee markers or start at the 150-yard marker
- As a new golfer, you can tee off in any order that you like

Fitness Elements - [Click here](#) for additional description

- Review Fitness Elements from Lessons One, Two and Three

- Nutrition education eating while playing
- Add Butt Kick Holds

Recommended Homework for Fitness:

- Continue with homework from Lessons One, Two and Three
- Perform Torso Rotations, Pelvic Rotations, Single Leg Balance and Deep Squat Progression, Half Kneeling Hip Flexor Stretch, Staggered Stance Torso Rotations, Shoulder Circles and Butt Kick Holds

## Lesson Five Playing A Hole

Instruction Elements

- Review: Warm-up
- Review: Full Swing / Woods & Irons, unusual circumstances (i.e., fairway bunkers, etc.)
- PLAY GOLF

Instruction Experience

- Practice Area:
  - Start off with warm-up techniques
  - Final review of full swing, have students hit full swing shots
  - Conduct instruction on unusual circumstances – club selection, swing style
- On Course
  - Play 1-2 holes as a group for practical skill application, plus to teach how to navigate through the golf course
  - Stage situations on dealing with water hazards, lost balls, out of bounds and obstructions
- Club House
  - Conduct graduation and promote *Get Golf Ready* golf outings

Playing the Game Information

- Playing a hole / putting it all together – Goal of Golf
- Using “It’s Okay” to help make golf fun
- Knowing how to keep score, but this is not required
- Playing ready golf, determine who plays first and safety
- Overview of basic rules - water hazards, lost balls, out of bounds and obstructions
- Discuss business golf outings, scramble formats and etiquette
- Recognizing/using yardage markers, signage on course
- Navigating from tee-to-green and green-to-tee
- Using the 19<sup>th</sup> hole and/or beverage carts
- Promote *Get Golf Ready* golf outings, how to sign up, continued learning and skill development through fun, social playing opportunities

Pace of Play – “It’s Okay Hints” and “Ready Golf Hints”

- As a new golfer, it’s okay to play in a scramble format with your group, even if the format isn’t an official scramble
- You don’t have to be the furthest away to hit (as long as it’s safe.)
- Go directly to your own ball, even if it’s ahead, (as long as it’s safe.)
- Carry a few clubs with you
- When starting out, it’s okay to not putt out

- It's okay to pick up in the middle of a hole and enjoy the outdoors and scenery – It's okay to skip a hole and take a break

Fitness Elements - [Click here](#) for additional description

- Review Fitness Elements from Lesson One, Two, Three and Four
- Warm-up and cool down
- Review warm-up program for each individual on the tee
- Shoulder External Rotation Stretch

Recommended Homework for Fitness:

- Continue with homework from Lessons One, Two, Three and Four
- Perform Torso Rotations, Pelvic Rotations, Single Leg Balance and Deep Squat Progression, Half Kneeling Hip Flexor Stretch, Staggered Stance Torso Rotations, Shoulder Circles, Butt Kick Holds and Shoulder External Rotation Stretch

## **E. EQUIPMENT**

The majority of students participating will most likely be new to the game and beginner level golfers. Since students may not own their own golf equipment, the use of golf clubs and golf balls should be made available to students at no charge.

When students play in Get Golf Ready outings or other programs, consider allowing four players to share golf clubs from one bag.

Students graduating from Get Golf Ready may be interested in purchasing their own golf equipment. This is a good time to explain set composition and offer a basic club fitting session.

## V. GET GOLF READY OUTINGS & BEGINNER LEAGUES

### A. SCHEDULING

With the Get Golf Ready Golf Outings it's important to provide an on-going experience than includes once or twice a week outings for 12 to 20 weeks. Consider offering golf outings in the early evening, after the work day for one group and perhaps a weekend day for another group.

### B. PRICING

The fee for the Get Golf Ready Golf Outings should be flexible enough to provide the facility with the opportunity to generate revenue, while keeping the golf experience affordable. Use caution when determining the price as deeply discounted prices will encourage consumers to expect and/or ask for the discount each time. Price should include greens fees, cart fees, professional/mentor fees plus any food and beverage you have included.

### C. PROVIDING LEARNING EXPERIENCE – MENTORS

Create an opportunity for the golf professional staff to accompany the players on the course to provide guidance/mentor and course management suggestions and information promoting the values and etiquette of the game. This may include a "Play with the Pro" best ball or alternate shot format, where students are able to learn from the on-course playing experience with golf professionals and/or mentors.

### D. EQUIPMENT

Consider offering continued use of golf clubs at no charge, as long as it's the right thing for the long-term good of the customer. Perhaps players can share one set of clubs vs. the usual required one bag per customer rule. Consider offering beginner/starter sets for sale to the *Get Golf Ready* customers to encourage supporting the facility golf shop vs. buying off-site.

### E. BEST PRACTICES AND FORMATS

All outings should run two hours or less.

- Use scramble format.
- Use PGA Family course or another version of a short golf course.
- Have outing formats of 3, 6 or 9-holes.
- Have students start in a shotgun format and play for ninety minutes. Improvements can be measured by how many holes they play.
- Use select-a-shot format. Have groups hit just two shots on each hole. Ex: Drive and fairway shot on first hole; then move to the second hole for chip and putt. Pre-determine what shots will be used on each hole. This ensures golfers will see the full 9 holes while learning how to navigate through the golf course.

### F. MAXIMIZE PROMOTION OF "IT'S OKAY"

In addition to using "It's Okay" for your Get Golf Ready outings and leagues, tell your students they can use "It's Okay" at any time. "It's Okay" is like an official license to play in a fun and casual way every time they play.

### G. MARKETING

Be sure to include these outings and leagues in your marketing plans and include posting on GetGolfReady.com using the ACTIVE resources. In addition to promoting to students from your current classes, you should promote these to:

- Get Golf Ready Students from previous years
- Contact other Get Golf Ready facilities in your area and consider sharing data bases
- Encourage graduates and guests so students can bring a friend

## VI. KEYS TO RETENTION

### A. COMMUNICATE

- Create a friendly, welcoming, community environment.
- Email, call and reach out to students – share participant lists with your students so they can keep playing with students from class or students with similar abilities.

### B. MAKE IT FUN, EASY AND AFFORDABLE FOR STUDENTS TO WANT TO KEEP PLAYING

- Give loyalty cards to get students coming back. Invite students to **bring a friend to play** in outings and leagues.
- Incentivize your instructors based on students coming back to play.
- Use **PGA Family course** or another short golf course experience (i.e., begin play from 150 yard markers, etc.)
- Promote **TEE IT FORWARD** to have students use tee markers best suited to their ability.
- May consider offering special pricing to encourage students to return to play and practice. (i.e., may offer pricing based on the number of holes played or promotions for range balls).
- Share the **“It’s Okay” Hints** that give students permission to **HAVE FUN! (see page 22)**
- Share the **“Ready Golf” Hints** that give students suggestions on how to be ready to play when it’s their turn and keep play moving along. **(see page 23)**

### C. STRUCTURED PLAYING OPPORTUNITIES

- Provide an on-going playing experience that includes once or twice a week outings for 12 to 20 weeks.
- Host beginner leagues and promote “beginner-friendly” times on your tee sheets.
- Use scramble format and have students **play 3, 6 or 9-holes**.
- Schedule a “Play with the Pro” **best ball or alternate shot format**, where students are able to learn from the on-course playing experience with golf professionals and/or mentors.
- Have students start in a shotgun format and **play for a stipulated number of minutes**. Improvements can be measured by how many holes they play.

“Our biggest success has been promoting “Next Step” programs on the final day of our Get Golf Ready sessions. We even offer a discount to students who register that day.”

- Mike Attara, PGA  
Eagle Ridge Golf Club, Lakewood, New Jersey

## VII. TRACKING AND REPORTING RESULTS

As discussed earlier, measuring success in retaining GGR players is a critical component of the program. Once students graduate from the educational phase, instructors are expected to maintain a line of communication with each student throughout the first few years. Although no formal tracking documentation is required, retention rates improve if you maintain contact with your students and invite them back for additional playing opportunities.

There are many ways you can track results from Get Golf Ready. The most popular is to track the rounds they play and the money they spend. Some ways to ideas include:

- Frequency Tracking Cards
  - Measure a customer's usage and spending at the facility. Give your new students a card when they start GGR and offer some incentive (points based on dollars spent). Another option is to offer a discount on future rounds or a discount on use of the practice facility.
- Customer Database
  - Customer databases can help you track results through a Point-Of-Sale system or by using a spread-sheet. Use this to track program participation and purchase activities.
- Phone Interviews
  - This is a great way to reconnect with your students and it creates a personal touch that shows students you care about them and their game. It's a great way to promote other programs at your facility and allows you to invite these students back.
- Personalized Email Messages
  - In addition to phone calls, personal emails may be a more efficient means to communicate with your students, to invite them back to your facility.

It is important that the instructors inform all students that they will most likely be contacted via e-mail six months to a year after they "graduate" to determine their level of interest and play and that their cooperation is important to the future of the program. That's why it is so important to capture as many email addresses as possible.

The PGA of America has a variety of resources designed to help you with tracking your results.\*

- ACTIVE.com
- PGA PerformaceTrak
- MSR Reporting Tool

*\*Resources and additional details are found on [PGALinks.com](http://PGALinks.com)*



## “IT’S OKAY” TO PLAY GOLF FOR FUN

### GUILTLESS WAYS TO MAKE GOLF MORE FUN WHILE LEARNING

1. **It’s okay to** not keep score.
2. **It’s okay to** play from the shortest tees or start at the 150 yard marker.
3. **It’s okay to** give yourself a better lie by rolling the ball around a little. It’s okay to tee the ball up anywhere when you are first learning.
4. **It’s okay to** only count swings when you make contact with the ball.
5. **It’s okay to** throw the ball out of a bunker after one try.
6. **It’s okay to** forget about a ball that may be lost or out of bounds. It’s okay to drop a ball where you think it might be...or where you wanted it to be.
7. **It’s okay to** play a scramble with your group...scrambles are very popular.
8. **It’s okay to** just chip and putt on a hole when you feel like it.
9. **It’s okay to** pick up in the middle of the hole and enjoy the outdoors and scenery.
10. **It’s okay to** skip a hole if you need to take a break.
11. **It’s okay to** play less than 9 or 18-holes and call it a round of golf.
12. **It’s okay to** move your ball away from trees, rocks or very hilly lies.
13. **It’s okay to** hit the same club for the entire round, while using a putter on the putting green.
14. **It’s okay to** play golf in your sneakers. Be comfortable!
15. **It’s okay to** get enthusiastic! (High fives, fist pumps and big smiles are encouraged)
16. **It’s okay to** talk on the golf course...enjoy a nice conversation or tell a few jokes.
17. **It’s okay to** bring your kids to the course, whether they are 5 or 35.
18. **It’s okay to PLAY GOLF JUST FOR FUN!**

When you are ready, see your local PGA/LPGA Golf Professional or visit [usga.org](http://usga.org) to learn and play by the USGA Rules of Golf.



## READY GOLF HINTS

### QUICK TIPS TO MAKE SURE YOU'RE READY TO PLAY AND KEEP THE GAME MOVING ALONG

The following are easy things you can do, that may be contrary to formal, traditional etiquette, so when it is your turn, you are ready to play.

1. Be thinking about your next shot while others are playing.
2. Prepare for the next shot by having your equipment ready (glove on or off, tees, ball marker, etc.)
3. You can tee off in any order you'd like.
4. You don't have to be the furthest away to hit (as long as it's safe.)
5. Go directly to your own ball, even if it's ahead, (as long as it's safe.)
6. Carry a few clubs with you.
7. If you ride in a cart, you can always walk to your ball (may even have to walk back sometimes.)
8. You may putt-out by continuous putting on the green (you don't have to mark the ball and wait.)
9. On the green, don't feel like you have to always mark your ball – (only if it's in the way of another player.)

There may be times when you are encouraged to follow golf etiquette more closely (in outings, events or social tournament) but when learning to play the game and to keep it fun, utilize these **Ready Golf Hints**.

When you are ready, see your local PGA/LPGA Golf Professional or visit [usga.org](http://usga.org) to learn and play by the USGA Rules of Golf.