



# PROGRAM MANUAL



# GET GOLF READY

## Table of Contents

I.	Introduction	3
II.	Action Steps - Planning To Host Get Golf Ready	7
III.	Marketing	12
IV.	Get Golf Ready Lesson Curriculum	14
V.	Get Golf Ready 2 Lesson Curriculum	21
VI.	Get Golf Ready Outings & Beginner Programs	25
VII.	Tracking Results	26

# 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 GOLF 20/20 and provide periodic reports to GOLF 20/20 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, [PlayGolfAmerica.com/ggr](http://PlayGolfAmerica.com/ggr), 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.

### **Background**

Industry-wide player development initiatives go back to 2001 when Link Up 2 Golf was first piloted in Raleigh, NC, and was expanded in 2002 to seven other markets, as well as five U.S. Air Force bases. The results were promising with over 1200 students enrolled, with some research compiled projecting a very positive business and financial impact.

Coming out of the 2003 Golf 20/20 Conference, Play Golf America was launched in the spring of 2004. Play Golf America's initial focus was toward getting occasional golfers playing more often and former golfers back into the game. In other words, these golfers were low hanging fruit to target programs and initiatives to grow the game. Another major focus was to use the [PlayGolfAmerica.com](http://PlayGolfAmerica.com) Website as the industry's resource to link consumers to professionals and facilities hosting programs. Since then, Play Golf America has seen a continued growth in terms of host professionals/facilities, golfer participation in the program, and traffic to the Website.

Based off this momentum, the next phase is to aggressively target new golfers, using proven success as the foundation to building the Get Golf Ready initiative.

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

In 2010, there were 1,450 certified GGR facilities – they averaged 30 students per facility, 86 percent were new or former golfers and 58 percent were women. 84 percent of students from 2010 continued to play or practice and spent an average of \$905.

## 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.

**NEW:** The second level of Get Golf Ready (Get Golf Ready 2) has been added as a guideline for an optional next step for instruction.

**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 complete a Facility Application outlining reasons why they feel they should be selected as such and submit it to World Golf Foundation for review. Only golf courses 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 utilize the national 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 should be able to:

- Host at least five group lesson sessions.
- Host at ongoing Get Golf Ready Golf Outings or other future playing opportunities
- Have instruction managed by PGA/LPGA Professional in accordance with program guidelines in an intimate group setting with up to a maximum 8:1 Student/Teacher ratio.
- Deliver the five lesson package in increments of 60- to 90-minute sessions; totaling a minimum of six hours.
- Provide an experience on the golf course as well as in the practice areas of the golf facility during each lesson.
- Develop skills on key elements of playing the game to include putting, chipping, pitching, full swing, etiquette, basic rules, bunker shots and playing/navigating the golf course.
- Provide use of golf clubs and golf balls to students at no charge.
- Post schedule of programs on *PlayGolfAmerica.com/ggr*.
- Annual renewal will be contingent on submitting an annual program.
- Cost of five group lessons affordably priced.
- Committed to use brand and promote the program.

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

- Have a basic skill and foundation to play the game;
- Know how to keep score;
- Know what to do when arriving at the golf course;
- Understand the difference between 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 vital to maintain communication and give Get Golf Ready students ongoing activities such as Get Golf Ready 2, Get Golf Ready Outings and other programs where golfers can expect:

- Social playing opportunities geared toward participants who have finished the group lessons and other golfers who are fairly new to the game.
- Fun, casual formats (i.e. scrambles) that are well-suited to utilize and enhance the skills and etiquette learned through the group lessons.
- PGA/LPGA Professionals and mentors on-course to provide assistance and help golfers navigate the course while playing the game.
- Golf outings that are kept to two hours playing time, using a variety of methods including 3- to 6-hole rounds, short course layouts (i.e. PGA Family Tee program with US Kids Golf), etc.
- Other next step instruction programs and league/affinity opportunities designed to build player retention, whether through the host facility or in the case of women golfers, through an organization like the EWGA (Executive Women’s Golf Association).

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**

The World Golf Foundation will provide all host facilities with an order 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 [PlayGolfAmerica.com/GGR](http://PlayGolfAmerica.com/GGR) website.

##### **ii. National Marketing Support**

- [PlayGolfAmerica.com/GGR](http://PlayGolfAmerica.com/GGR) will provide consumer education, include an up-to-date listing of available host facilities and track participation
- Advertisements and templates
- PR Support
- Special Events, integration of promotions with 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 2009 Get Golf Ready results, golfers consistently report being retained around 84% and spending \$900 on golf related products and services (instruction, golf fees, merchandise, etc.)

	Low	Medium	High
# of New Golfers in <i>Get Golf Ready</i>	25	50	100
<i>Standard Get Golf Ready Fee</i>	\$99	\$99	\$99
<i>Cumulative Get Golf Ready Revenue</i>	\$2,475	\$4,950	\$9,900
# of New Golfers Retained (84%)	21	43	85
Total new golfer rounds	210	430	850
<i>Average spend per golfer Not including the program cost (less \$99)</i>	\$806	\$800	\$800
<i>New Golfer potential impact</i>	\$19,275	\$39,350	\$77,900

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 World Golf Foundation is taking the lead in launching this program and benefiting from the strong leadership and commitment of the Player Development Committee:

A leadership team from the 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:**

Cathy Harbin, PGA, LPGA  
Director GOLF 20/20  
(904) 940-4204

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

Joe Canny, PGA  
The PGA of America  
(561) 630-1705

**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. ACTION STEPS – 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 (women, families) 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 offer even more.

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.
- 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 *PlayGolfAmerica.com/GGR*. It 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. Below is a step-by-step process to guide you through posting your events on *PlayGolfAmerica.com/GGR*.

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

#### **Website Utilization: Managing Programs**

One of the required criteria to being a certified Get Golf Ready facility is utilizing the official Web resources to manage your programs. Before your facility will show on *PlayGolfAmerica.com/GGR* as a certified facility, at least one scheduled event must be posted through this tool.

The following provides introductory instructions on utilizing basic functions of the "Host Facility Resource Center."

#### **Accessing Get Golf Ready Website Resources:**

1. Go to *PlayGolfAmerica.com/GGR* and click on Host Facility Info & Application link at the top of the page.
2. Scroll down to **Managing Programs** and click on **Host Facility Resource Center**.
3. Log in using your Get Golf Ready and/or PGALinks username and password.
4. Contact Joe Canny at *jcanny@pgahq.com* or call (561) 630-1705 if you need login assistance or have questions.

#### **Posting and Promoting your Schedule of Get Golf Ready Events/Activities:**

1. Access the Host Facility Resource Center and click on "Event Registration."
2. Under Play Golf America Featured Programs, click on the "Add Events" link located to the right of Get Golf Ready.
3. On the next screen, select the type of activities you want to post, i.e. "Group Lessons" or "Graduate Outings."
4. Enter the event details in the required fields and then click on "Schedule Event" button.
5. Repeat steps #1-4 to register multiple "Group Lessons" or "Graduate Outings."
6. If you select registration notification, you will receive notification when students register.

## Copying, Editing and Deleting Scheduled Events/Activities:

1. **Copying Events:** When scheduling multiple events that are similar, i.e. different "Group Lessons" or "Graduate Outings" sessions, use the "Copy" function as a quick solution for entering details.
  - a. Access the Host Facility Resource Center and click on "Event Registration."
  - b. Scroll down to "Current Event List" and find the event you want to copy.
  - c. Click on the "Copy" link in the "Action" column on the right side.
  - d. Edit any information that is unique to this new event (different date, different time, etc.) and click on "Save Event."
  - e. A new event will be added under the "Current Event List" and on PlayGolfAmerica.com/GGR.
2. **Editing Events:** If details change after scheduling an event, use the "Edit" function, similar to the steps for "Copy" above, to update the original event details.
3. **Deleting Events:** Similar to the "Copy" and "Edit" functions above, current events can be removed by clicking the "Delete" link.
  - a. For an event that has registrants, it is best to remove that event from being shown to the public by using the "Edit" link and selecting "No" in the "Show to Consumer" option.

## Student Registrations:

1. Get Golf Ready facilities are encouraged to use the on-line resources to register and maintain a database of students.
2. When posting an event, it is recommended to "Allow Online Registration," thus enabling students to register for events anytime without the need to call the golf shop.
3. Student registration can be tracked and monitored in the "Host Facility Resource Center." Click on the "Event Registration" page and scroll down to the "Current Event List." Listed there are the scheduled events with a "Roster" link to the right.
4. To see the list of students, click on the "Roster" link next to the event.
5. The "**Roster**" page allows manual entering of registrations by clicking either:
  - a. "**Register a New Customer**" provides the option to register new students for a current or past event.
  - b. "**Add Existing Customers to this Event**" provides the option to register previous students into a current or past event.

## Quick Entry Registration

1. Access the Registrant Info form through Roster (step 5 above) or Add from the Current Event List.
2. Fill in the three required fields: First Name, Last Name and E-mail.
3. Click the "**Submit**" button to return to this form to enter another student.
4. Once you have entered all students for a particular event, you may click on the "**Back to Events**" link to return to the list of events.
5. If you have more information to enter about a student, click the "**Enter Profile Data**" button instead of the "**Submit**" button to access the second page of questions.

## Communicating with Students:

1. From the "Event Roster" page, click on the "Contact Registrants" button.
2. There are a couple of options to contact students from an event. After clicking on the check box(s) next to the consumers' names, click on:
  - a. "Send E-mail"

- b. "Mailing Labels." Enter your e-mail address prior to clicking "Mailing Labels"
3. To communicate and review your entire database of students, click on the "Consumers" tab on the main menu tab on the top of the page and then click on "Registrants."

#### **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 2010, 62 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.

**Golf Course Owner/Operator** – Must 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 a one to two hour 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 threesomes 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 campaigns will stress the affordable nature of the program.

Each registration fee should be divided between the facility and the teaching professional as deemed appropriate. 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.

## **F. 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 in **Section III: Marketing** to develop and implement your plan and take advantage of all resources provided.

## III. MARKETING

### A. 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.

### B. COLLATERAL MATERIALS

The World Golf Foundation will provide all host facilities with an initial order of the following promotional materials including ad and press release templates, brochures, posters and point-of-sale materials.

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.

### C. LOCAL MARKETING –

#### i. Advertising and Incentives

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 in this section to develop and implement your plan and take advantage of all resources provided.

#### ii. Public Relations

It's important to generate awareness of your Get Golf Ready program 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.

#### iii. Community Based Marketing

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, local charities, schools, service clubs, local businesses and corporations, health clubs, local golf shops and churches.

#### **iv. 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.

#### **iv. Cross marketing with other programs**

Take a look at other national promotions you currently host at your facility such as PGA Free Lesson Month, Women's Golf Month and Family Golf Month and use these programs to introduce consumers to Get Golf Ready or remind the Get Golf Ready students of other national promotions you host at your facility. Once again, it's a great way to grow participation in the game and to bring customers back to your facility.

## IV. GET GOLF READY LESSON CURRICULUM

### A. 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 Vice 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.
- Maintain the highest standards of integrity and professionalism.
- 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.**

### B. 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

The following is a very detailed outline. As this element is optional, this provides suggestions and best practices to make new golfers feel comfortable.

**Set-up Suggestions** – Have the following set-up at least a hour in advance of your orientation:

- Outside signage promoting event (balloons are always fun!)
- E-mail “e-vites” for students to save the date and attend
- Check-in table with volunteer host
- Nametags for everyone who registered in advance
- Printed schedule for each clinic with bullets for items to be covered in each class
- Flyer/calendar promoting all future player development activities (for them to pass along to others)
- Registration forms
- Dual-stub door prize tickets, if you elect to have a handful of door prizes

### Staffing Suggestions:

The following team approach is recommended for your orientations:

- Greeter** – Have staff or a volunteer posted near the front door to welcome people and direct them to the appropriate location. This individual can become a host later.
- Primary Presenter** – Select the person with the most outgoing, vivacious and fun personality on your staff. It should not necessarily be the head professional or owner. They can be introduced at an appropriate time. Remember, this is a marketing event and you’re marketing FUN.
- Golf Professional Responsible for Managing Program** – he or she will share specific information about what will be included in each class.
- Course owner** – If available, the course owner can say a few words to communicate the facility’s enthusiasm about this program.
- Professionals Responsible for Instruction** – They should be available for introductions in the beginning, to assist with the registration process and conduct tours.
- Golf Shop Staff** – Be prepared to field calls prior to the orientation (directions, etc.) and then meet and greet participants when ushered through the golf shop.

**Recommended Agenda** – Here is a suggested format for a typical orientation:

- Do a walk-thru with staff and volunteers; have greeter ready to greet at least 30-minutes before the orientation.
- Welcome & Introductions
- Briefly discuss value of game as a relationship builder. Have a few people share why they want to take up the game. Make it interactive.
- Provide Overview of the Program - Give the students a solid overview of the components of the different lessons. Stress that they will not only learn how to hit the ball, they also will learn all elements of playing the game (including etiquette, history and values) so that they feel comfortable on the course.
- Clubs, shoes and attire – Please make certain that your students know the policies of the course. Inform them about the free rental clubs and let them know what to wear (avoiding the suggestion that they must go buy golf shoes, etc.) What are the expectations in terms of tipping the outdoor staff and locker room staff?
- Get Golf Ready Outings – Emphasize that they are NOT competitive events. Include food, wine tastings, expos, etc.
- Encouraging Attendance and Sign-ups – Before you take everyone on a tour of the facility encourage everyone to take a few minutes to sign up for any of the upcoming clinics of their choice.
- Course Tour – Invite everyone to join you for a tour of your facility as outlined above, conducting it in a manner that allows someone who has never been to a golf course to feel comfortable.
- Q&A - Answer all questions and make certain all students are comfortable with the procedures in each location. This is a critical element in removing the intimidating aspects of the experience for new players.
- Wrap-Up Activities - Make sure the course administrator receives all of the inquiries and registration forms as soon as possible so they can be keyed into the Website database.

- Other ideas include offering door prizes, providing complimentary food and beverage, giving everyone a golf ball, bag of tees or other golf gift.

### **C. 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.

#### **Lesson One**

##### 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

##### Fitness Elements

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

Recommended Homework for fitness: (see Get Golf Ready Resource page at [PlayGolfAmerica.com](http://PlayGolfAmerica.com))

- Perform Angry Cats, Kneeling Opposites and Kneeling Sprinklers

## **Lesson Two**

### 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

### Fitness Elements

- 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**

### 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 rules"
- Divots – divots are good, but need to be repaired

#### Fitness Elements

- 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

#### 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

#### Fitness Elements

- 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

#### 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
- Keeping score
- Playing ready golf, determine who plays first and safety
- Overview of basic rules - water hazards, lost balls, out of bounds and obstructions
- Preferred lies, and review “it’s okay rules” plus when & where to use these rules
- 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

#### Fitness Elements

- 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

## V. GET GOLF READY 2 LESSON CURRICULUM

### A. GET GOLF READY 2 - GROUP LESSON CURRICULUM AND LESSON PLANS

A simple approach to Get Golf Ready 2 is to repeat Get Golf Ready program, going into more comprehensive detail in each of the levels. Students will be looking for more detailed instruction (i.e., advanced techniques in each area) and a simple approach to learn more. Since classes will be more in depth and will have a lower student/teacher ratio, you may charge a higher price than Get Golf Ready. Again, while the program is flexible, here is a suggested outline for Get Golf Ready 2.

#### Lesson One

##### Putting, Strategy, Properly fit equipment

###### Instruction Elements

- Review: Posture, Grip, Aim
- Putting
- Strategy
- Properly fit equipment

###### Instruction Experience

- Practice Area:
  - Conduct instruction to cover Putting – distance control, breaking putts, alignment factors (eyes over the ball). Students will hit and experience both aspects of extremes (too long and too short).
  - Conduct instruction to discuss basics of scoring, yardage, safe zones and approach area
  - Conduct instruction to cover importance of properly fit equipment
- On Course:
  - Use an open green for Putting skill application

###### Playing the Game Information

- Goal of Golf – use fewest strokes possible to get the ball in the hole – how is this done?
- History of equipment and evolution
- Review of different areas of the golf facility
- Safety
- It's not a sales pitch, it's understanding
- Review of different golf clubs
- What to have in golf bag (clubs and set make-up)
- Importance of practice
- Attire (i.e. looking like a golfer, dress codes and proper shoes)
- Cell phones – turn off or leave in car
- Review rules concerning the putting green and flagstick
- Review 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

###### Fitness Elements

- Discuss importance of warm-up and hydration while playing and practicing
- Review all fitness elements from Get Golf Ready1

Recommended Homework for fitness: (see Get Golf Ready Resource page at PlayGolfAmerica.com)

- Front Pillars and Side Hip Raise

## **Lesson Two**

### Chipping Clubs-variety, pitching “controls”

#### Instruction Elements

- Review: Posture, Grip, Aim
- Review: Properly fit equipment
- Review: Strategy
- Review: Putting
- Chipping club varieties – numerous ways and clubs to execute shots and trajectory and roll controls
- Pitching – Understanding the bounce
- Bunker – Understanding how to get out of a variety of lies

#### Instruction Experience

- Practice Area:
  - Conduct instruction to cover Chipping & Pitching
  - Conduct instruction to cover Chipping & Pitching, Trajectory & Release
- On Course:
  - Use actual green for Chipping & Pitching skill application
  - Use actual bunker for instruction and skill application

#### Playing the Game Information

- Purpose of Chipping, Pitching and green side bunkers – shot varieties
- Review golf carts/bag situations – where and how to place golf bag, driving, using cart paths, where to park, staying away from greens and bunkers, 90 degree rule.
- Review taking care of the course: repairing divots; entering/exiting/raking bunkers
- Review speed of play: being aware of other golfers on the course
- Review safety

#### Fitness Elements

- Review all fitness elements from Lesson One
- Perform Side Bends and Single Leg Torso Rotation

Recommended Homework for fitness:

- Continue with homework from Lesson One
- Prone Cobras

## **Lesson Three**

### Trouble shots, impact

#### Instruction Elements

- Review: Posture, Grip, Aim
- Review: Chipping and Pitching variety shots
- Sand: Buried, trouble lies, fairway bunker
- Any lie: Hills, long grass, rough
- Iron Play: Off the turf, proper impact

#### Instruction Experience

- Practice Area
  - Variety of lies and conditions
  - Impact: Drills and skills test for ball turf contact
  - Descending instead of ascending or sweeping
- On Course
  - Use actual hole for trouble shots, sand bunkers, all lies and conditions
  - Use actual fairway bunker for instruction and skills, drills and games
  - Feel the impact experience and hear the impact experience (hitting a good shot)

#### Playing the Game Information

- Purpose of learning trouble shots
- 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.
- Expand on "it's okay rules"
- Divots – divots are good, but need to be repaired

#### Fitness Elements

- Review all fitness elements from Lesson One and Two
- Perform Lunge To Rotations

#### Recommended Homework for fitness:

- Continue with homework from Lesson One and Two
- Tennis Ball Squeezes or Newspaper Crumbles

## Lesson Four Techniques for Distance

#### Instruction Elements

- Review: Posture, Grip, Aim
- Review: Trouble shots / impact
- Length, winding, speed and weight shift – the preference or combination that works

#### Instruction Experience

- Practice Area
  - Full swing instruction – focus on distance
- On Course
  - Use the tee area on an open hole for Full Swing / Woods skill application
  - 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 / short course program
- Speed of play – playing ready golf, knowing when to play, etc.
- Safety, where to stand

#### Fitness Elements

- Review Fitness Elements from Lesson One, Two and Three
- Perform T Balance and Torso Rotations with Tilt

#### Recommended Homework for fitness:

- Continue with homework from Lesson One, Two and Three
- Golf Posture Front Raises

## Lesson Five

### Scoring smarts / course management

#### Instruction Elements

- Review: Techniques for Distance
- Review: Full Swing / Woods & Irons
- Game plan pre-round
- Hole-by-hole strategy
- Adjustments to the plan
- When to be safe, when to be bold

#### Instruction Experience

- Practice Area:
  - Review / full swing techniques
- On Course
  - Play 1-2 holes as a group for practical skill application, plus to teach how to navigate through the golf course
  - On course scenarios and examples with two options
  - The difference between the short side vs. the smart side
  - Understanding design of the course (looking from the green back to the tee).

#### Playing the Game Information

- Playing a hole / putting it all together
- Keeping score
- Playing ready golf, determine who plays first and safety
- Overview of basic rules - water hazards, lost balls, out of bounds and obstructions
- Preferred lies, and review “it’s okay rules” plus when & where to use these rules
- Discuss business golf outings, scramble formats and etiquette
- Recognizing / using yardage markers, signage on course
- Navigating from tee-to-green and green-to-tee
- Visiting the 19<sup>th</sup> hole and / or beverage carts
- Promote *Get Golf Ready* golf outings or leagues, how to sign up, continued learning and skill development through fun, social playing opportunities

#### Fitness Elements

- Review Fitness Elements from Lesson One, Two, Three and Four
- Perform Shoulder Rotations

## **B. 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 will 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 from one bag.

Students graduating from Get Golf Ready 2 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.

# **VI. GET GOLF READY OUTINGS & BEGINNER 'PLAY' PROGRAMS**

## **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 two 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.

## **VII. TRACKING RESULTS**

As discussed earlier, measuring our success in retaining these players is a critical component of the program. Once students graduate from the educational phase, we expect the instructors 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.

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.