

# PGA BEST PRACTICES: PLAYER DEVELOPMENT

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## Target Potential Members Using Get Golf Ready



**Barrett White** is the PGA head professional at Jupiter (Fla.) Country Club.

Our goal with Get Golf Ready is to target new or returning golfers who are likely to be interested in becoming golf members at Jupiter Country Club. That means going after existing non-golf members at the club and local businesses, such as the new Scripps Research Institute facility in town. Our goal is to get these prospective golfers involved in the game and immersed in the private club atmosphere, then convert them into golf members. In this way, Get Golf Ready serves as a form of very hands-on marketing - by getting golfers out to the club five times to spend time with our PGA Professional staff, you have a much more persuasive kind of exposure than any normal marketing campaign.

Once someone completes the Get Golf Ready program, we offer them a special deal on a follow-up lesson package: a 90-minute lesson that costs \$100 whether they bring one, two or three friends with them. The idea of a 90-minute lesson for \$25 a person gets a big response. This year, Get Golf Ready has led directly to 12 golfers either joining the club or upgrading their membership to a golf membership.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on [PGALinks.com](http://PGALinks.com).



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